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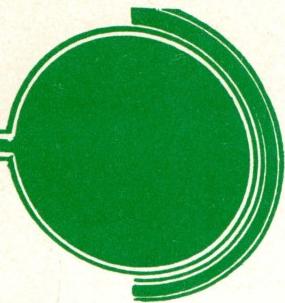
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There may well be some real progress being made against the copying of video games. And, if it comes up to promises and claims...it could offer real protection against duplication....This is because it originates with the P.C. Board itself!

Some two years ago a prominent American video games maker touted its game as being "uncopyable"....and that certainly seems the logical way to go, that is...Stop the trouble from starting in the first place.

Now, a British maker A.W.P. — *Amusement with Payout*, card and other video gambling games, claims that its game will not be able to be copied because no one will be able to get the needed information from the software. The first of these new payout videos bears the name MAC 2000 and it is made by a company called B.W.B. said to have the brightest designer in Britain.

Another company making the same claim had the secrets of its "uncopyable" micro processor discovered. However, B.W.B.'s design is said to be much more advanced than was that one copied...By all reports to date, it provides very good security against copying!

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THE AMERICAN AMUSEMENT MACHINE ASSOCIATION OPENS A BIG OFFENSIVE AGAINST VIDEO GAMES BOARDS - COPIES AND PARALLELS

..INDUSTRIES AND GOVERNMENTS PRESSURED IN CANADA

The American Amusement Machine Association (AAMA) has become a very high powered and aggressive organization during the first half of this year. That is not surprising now that it has the largest and most powerful American Manufacturer/Operator heavily involved with it at the highest possible level....**Maury Ferchen, Bally's President** since the spring of last year is also President of the AAMA, and with **Bally's** obvious interest in the manufacturers' group there's little wonder at its new role in pursuing games makers interests wherever and however it can.

Because Canada is regarded by much of American business as "just another state" it must follow that **AAMA/Bally** wishes and actions must carry weight and influence here also.

One, or rather two of the things have aroused intense dislike and hatred on the part of the U.S. manufacturing and selling parts of the America Music, Games and Amusements industry.... This view has also been held by numbers of Canadian agents of U.S. manufacturers despite the fact that many also operate games....**the subjects of contention or P.C.B. copies and what the Americans call "parallel boards".** The P.C.B.s are copies of micro-computers which are the guts of video games and indeed give them their action and character - they are the "guts" of the game. Change or replace this small unit or even chips and a new or different game will result.

A few American manufacturers of video games do develop and produce some of these units, but the vast majority are of Japanese design and development.... These are purchased or made under license from Japanese firms by the Americans to "drive" games otherwise made or assembled in the U.S.

It's not difficult to copy these P.C.B.s and such has been done for years by Americans and more recently in Oriental

countries, Japan, Hong Kong, Singapore, Taiwan, South Korea.

As prices of games skyrocketed during their period of early boom at the beginning of this decade, Operators in the U.S. and Canada pleaded for cheaper "kits" including P.C.B.s to enable them to use the virtually unused rest of recently bought games which had quickly run their course and were being ignored by players . . .

U.S. games makers had no wish to sell a relatively cheap conversion kit when they could sell a complete game for eight to ten times a kit's price, and some avoided them and fought anyone else who made them tooth and nail. Nevertheless, a huge market for kits existed and so, it wasn't long before first American and then later.... much later, Canadian electronic firms began making these vital boards and supplying them together with cosmetics to make new games out of old ones. Belatedly, some American and Japanese manufacturers doing business in the U.S. eventually did bring out conversion kits and still do....though there is a strong trend by manufacturers to dispense with them and go back to offering only complete games

The next stage in this situation arose from the fact that entrepreneurs here and particularly in the U.S. found out that they could buy the same boards in the Orient that manufacturers were using. These came from Taiwan, Singapore, Hong Kong, South Korea and Japan itself and they could be imported very cheaply.... and for operators they did the job. Indeed Canadian Operators who, because of taxes, duties and a very unfavourable exchange rate of the Canadian dollar versus its U.S. counterpart have to pay some 60% over U.S. domestic prices for videos, pins, juke boxes, etc. etc. And American Operators say equipment they use is greatly over-priced in their own country! Indeed, many Canadian

Continued on page 8

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..JAPAN, KOREA - TRADE AGREEMENTS AND LAWS AFFECTED

Continued from page 6

Operators claim that only by using kits and non U.S. imports can they run viable Music, Games and Amusements businesses. A 40% differential in rates of exchange isn't something a business can ignore with impunity... But that is of little concern to Americans. Their concern is loss of sales here...one of their biggest customers... And one of their biggest and loudest complaints has been directed towards Canadian Laws.

U.S. Manufacturers Not Selling Enough

When, in mid-1982 the golden goose of video sales stopped laying golden eggs in the U.S., a lot of people got financially damaged including many erstwhile video makers...

Operators suffered too but in due course many of these failed in the U.S. and later in Canada. This has the effect of cutting competition and greatly reducing pressures from locations for equipment which they could easily get from "amateur" operators during boom days.

That wasn't in the interests of manufacturers as might well be imagined but remaining Canadian Operators after an interval were able to say that without all the "buy, buy, buy pressures" their businesses were moving towards reasonable profitability. Although some North American operators admitted to using copied games, they didn't really want to do it. Meanwhile, in the U.S., games manufacturers by lobbying etc. etc. did get their country's copyright laws changed mainly by recent precedent setting judgments. Their efforts here in Canada through the courts including equipment and documents seizures did not result in any convictions and that did not sit at all well with the Americans nor with their Canadian agents.

As a result of losing business, American manufacturers formed their own association to further their interests. This was around four years ago. To-day, the **AAMA** is comprised of some thirty firms, manufacturers, distributors and associated companies and there is a push on to get more in. Over the past four years, Canadian industry people, at all levels and sectors have been listening to objections from Americans over copies and parallel boards.

The appearance in North America of what the Americans call "parallel" boards during the last year or so has further upset them.... These are not copies, they may be brand new from Japanese factories, ones which have been over-produced and so unsold, or they may be second hand P.C.B.s previously used in Japan or other countries. They first began appearing in Europe and particularly Great Britain a couple of years back. Because they are small and light, these "guts" of games can economically be air-shipped over long distances whereas complete games, heavy and bulky, cannot. Thus, sea and rail or truck carriage of complete games is slow, air travel of boards is fast, weeks as against days.

The nature of the industry with its competitiveness and novelty value together with oftentimes short game life puts a premium on getting new games to customers first.

In Britain, games converted to the latest ones by the use of boards flown in from Japan have made locations six weeks or more ahead of those sold by factory distributors. Over the past year there have been very acrimonious letters and calls sent and made to the Japanese by British distributors...though without much effect.

This year, these surplus or used boards have appeared in large numbers in the U.S. and Canada. It's as if a large number of used or unsold foreign made cars similar to those made in the U.S. were brought into that country.... And, U.S. licensees and makers of those games don't like these items appearing in their markets, and to them that includes Canada!

American Action On Many Fronts Against Canada, Japan, Korea

To secure and promote its members' interests, the **AAMA** has taken a number of positive actions it sees fit. These really began under the aegis of **Mr. Lloyd** and are now being pushed even more aggressively by his successor, the **AAMA/Bally President, M. Ferchen**. He has gone on record in the U.S. to the effect that - Operators have to be "made aware" of new equipment, all new equipment.... that there isn't enough location demand for new games.... some distributors aren't pushing the industry as hard as they could.... accelerating our war against copy and parallel boards....educate judges, prosecutors and customs people to recognize "illegal" product. One of AAMA's ex CIA employee, **Bob Fay**, asking the Japanese to change their ways.

Change Your Copyright Laws or Trade Will Suffer - Threat

Until now most of the **AAMAs** pressure has been on Canada and Canadians and the said Mr. Fay has been present in raids against people on Canadian soil. Thus far we know of no convictions for copying, piracy or parallels here in Canada. Now, however, the **AAMA** has transferred its efforts or at least some of them to the Orient where most of its perceived "troubles" originate. It has sent a formal resolution to the **Japanese Amusement Machinery Manufacturers Association**. The **AAMA** also persuaded the **AMOA** to join it in sending a second resolution to the Japanese.

And, it has also gone to the U.S. Government via its Department of Trade and Commerce and a United States Trade Representative. The objectives of these moves are to counter parallel boards and copy game boards getting into the U.S.A.

The **AAMA** requests that all boards made for use in
Continued on page 59

Large Increases In Arcade Revenues From Pool Tournaments

. . . Howison Amusements of Ottawa



Tournaments, if well run and properly promoted will substantially boost Arcade revenues and profits. That has been the experience of Veteran Ottawa based operator, **Dave Howison**, proprietor of **Howison Amusements Ltd.**

Mr. Howison has been associated with coin machines of one type or another for over a third of a century, directly for some fifteen years and for the last decade with his own company.

Mr. Howison and his wife and family have built up from a route of eighteen games to over a thousand to-day, with revenues climbing from \$20,000.00 per year to some \$3,000,000.00 per year. Thus, Dave has seen the cyclic nature of the Music, Games and Amusements industry as it has passed from good in the late '70s to a fantastic boom in the first three years of the '80s' thence to severe depression and now to a fair degree of recovery. Therefore, he is well placed to appreciate the nature of this industry and varying conditions. And, so does his prior experience as Controller and National Sales Manager and Salesman in several other related and unrelated industries.

Howison Amusements Ltd. does business over a large area of some 10,000 square miles extending to the Southeast and Southwest of the National Capitol. Some of its locations are two hundred miles apart. A large variety of locations are served by the company which currently spends some \$200,000.00 a year on new equipment. Arcades - company owned, franchised, and equipped provide a substantial part of the firm's revenues. Numbers of these do business under the "Mr. Arcade" name. To give customers and locations the top notch service Dave demands, five

company employees live in Brockville to the Southeast and Trenton to the Southwest of Ottawa.

It is in, and with Arcades, that Mr. Howison has now reported substantial increases in revenues over the last nine months. But this is something which just does not happen on its own. In order to get additional "takes" of, on occasion up to 65%, and averaging around 40%, a great deal of hard promotional work has to be done by Dave and his staff. **The name of this "new game" is Tournaments**

Question:

Dave, your Arcades, some of them at least, have shown remarkable increases in business this year. To what do you attribute this great improvement, is it merely improved business conditions and the economy and perhaps renewed player interest in games, or something else?

Answer:

There has been a bit of an improvement which is due to something of a revival of interest in pingames and a number of good videos on the market but what I'm talking about is something quite different. It results from increased player interest alright but it's player interest generated by, and nurtured by myself, my employees and some Arcade owners. Pool tournaments are responsible for the satisfying increases in business we've managed to generate but these don't come easily. They require quite a big effort in time and labour, and they cost money to run but overall, we've found Pool Tournaments to make more money for us

Revenues Up By a Quarter in Arcades - Definitely attributable to Pool

Question:

What sort of rises in revenues have you experienced?

Answer:

In Ottawa, we have two "Mister Arcades" of our own and one franchised Arcade and they're up 24% this year compared with the same period of 1985. Here are some figures on our own Arcades - last week 55% and 25% up, preceding week 35% - 32% up, the week before that 20% - 60% up. And that's very satisfying and it comes from Pool Tournaments.

Question:

How can you directly relate those increases to the running of Pool Tournaments? Don't general attitudes, type and decor of locations, machines within them as to modernity, atmosphere, types of customers influence the amount of play in an Arcade?

Answer:

Of course they do but I've a very good basis of comparison which indicates that it's the tournaments that are making the difference. We do business with another Ottawa Arcade the owner of which doesn't go along with Pool Tournaments, doesn't want to be bothered with them. It's in a



Date: _____

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We spend thousands of dollars on promotions and we want to be certain that our regular customers win the prizes and not some one time individual.

We will require two "head and shoulder" photos in colour.

Please complete

Name in full _____

Address _____

Phone No. _____

Birth date _____

Height Ft. ____ In. ____ Weight ____ Lbs.

I agree to abide by all tournament rules and regulations and agree that the decision of the judges shall be final. I also agree to abide by all **house** rules as established from time to time.

Signature

Verified by arcade manager _____

Proper identification must be shown such as
birth certificate, driver's licence etc...

good spot, holds the same number (40) and quality of games, has similar customers and a good decor and ambience. It's very comparable to the two in which we have been running tournaments. Yet, it's shown little if any total improvement in what it takes in, one week it'll be 17 - 19% up, the next 14 - 20% down, another 16% up and 12 - 18% down. And, we've been able to directly compare our tournament locations with non-tournament ones in places which aren't as close in nature or potential to the ones in which we promote pool. There's no doubt in our minds in respect of the benefits of running tournaments so we're convinced.

A Club for Teenagers Gets & Keeps Customers

Question:

So tournaments are definitely profitable for you? Will you extend them?

Answer:

To answer the second question first, yes we will extend tournaments. Within the last month we've held a foosball tournament and it's looking good too.

Tournaments on their own don't make us any money because we give good prizes, mainly bicycles which cost us well over a hundred dollars each. Added money comes from added play and the greater number of customers tournament play brings into Arcades.

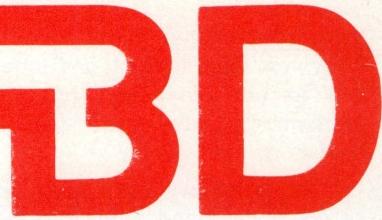
Question:

Exactly how do you run your Pool Tournaments? Who are your customers, what are the conditions of play?

Answer:

As a start let me tell you, tournaments take a lot of time and money in order for them to be successful. Our company does it all because a lot of locations don't want to be bothered with organizing and running competitions. As for help from equipment makers of which many talk about what they do, my experience with equipment makers of all sorts in the U.S. has been that they're all talk. We run the whole thing, design and print up the competition forms, posters, etc., etc., do the organizing, and provide and award the prizes. Our tournaments take place on Saturday afternoons and they're mixed, a boy and a girl comprise the team. This gives boys added incentives to play and it brings out the girls too. The range of ages is generally in the upper teens and we put the upper limit at 17. These are local tournaments with good prizes. Then, for finals we'll bring ten couples up here to Ottawa for a Saturday afternoon's competition after which we take them out to a "Swiss Chalet" for dinner. We make contestants register so that we cater to regular Arcade customers and give them a chance to win decent prizes. We won't have some pool shark coming in from other places to take prizes away from our "own" players.

We've gone a bit further to encourage our players. My feeling now is that one has to get away from the traditional video games room concept by giving young people something more. I feel they need a variety of amusements in a decent place and atmosphere, a club in fact. What we've instituted is membership which gives kids a sense of belonging to something. We also think that something they think of as "their own" will affect their behaviour. We feel it will restrain them and others through them, from rough stuff and vandalism and encourage them to bring their friends along. We issue



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them membership cards with their photographs on them. They cost them nothing and they serve to identify them to us and to our other locations. And, when it comes to tournaments, they ensure that we can easily identify card holders as "our" people.

In prizes we have been giving good bicycles for first prizes, a girl's and a boy's to the winning couple and this is also done at Arcades outside Ottawa - Peterborough, Trenton, Belleville for example. We also provide other prizes for these competitions, such things as vouchers of \$10.00 value for such things as records and other items teenagers like. Every winner gets at least a T-shirt.

Question:

Why the mixed doubles in these competitions?

Answer:

Girls bring out the boys and besides many young people are paired off in their teens and tend to go around in pairs. Furthermore, girls will also talk to other girls who come along to our locations often bringing their boyfriends with them.

Question:

How big a thing is this club concept with Howison Amusements Ltd.?

Answer:

It's not been going all that long but we've already got about 100 members; we hope to soon have around 200 and we see it growing beyond that.

Question:

Obviously you'll also be extending the number of tournaments you promote?

Answer:

Yes, we will. They're hard work but whilst not being profitable in themselves, they substantially improve overall Arcade business and that's something we need to do.

Question:

Are Arcade revenues beginning, in any way, to approach what they were three years ago when the video boom was on?

Answer:

No, nothing like what they were at the height of the boom but certainly a great deal better than they were a year or so ago.

Question:

What Pool Tables do you use?

Answer:

They come from Valley.

Foosball And Air Hockey Tournaments Very Popular

Incidentally, we've just started Foosball Tournaments within the last month. That game's come along well lately and the tournaments have worked out well. These games come from Tournament Soccer. We've had some for eight years and I've just ordered another. These games have been pulling in \$180.00 a week. We've also ordered two new Air Hockey games.

Question:

What are you putting into Arcades these days? What's the mix?

Answer:

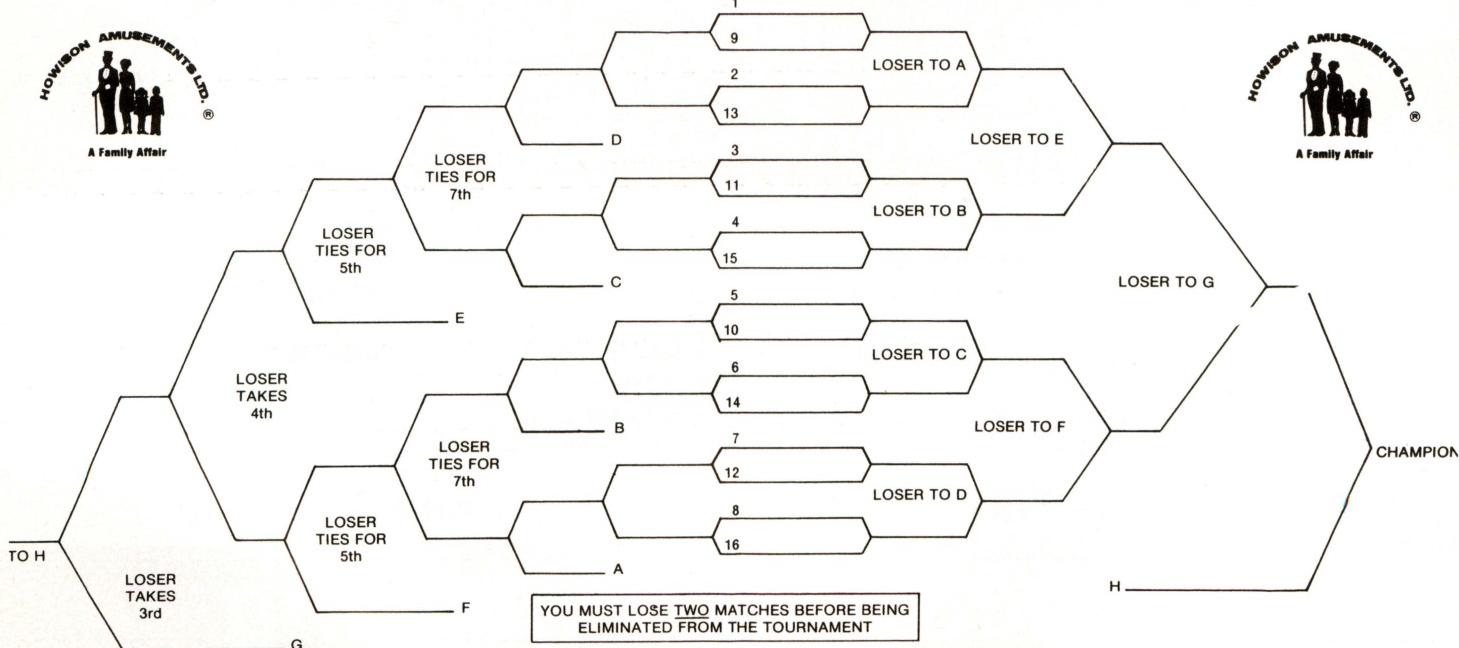
We're convinced we've got to diversify in order to get business. In our Ottawa "Mister Arcades" we've now put in

Continued on page 54

DOUBLE ELIMINATION

← LOSER'S BRACKET

WINNER'S BRACKET →



1 When your entries are completed, randomly pick a team and put it in Space No. 1. The next goes on line 2. Continue picking teams and placing them on the consecutively numbered lines. When you have placed all teams, fill the remainder of lines with "Byes."

2 Byes are to be treated as any other team for purposes of the chart - except they lose every match. It is possible for Bye to play Bye, in which case Bye moves out one more space.

3 Play out the chart, following the coded matches and arrows, until you have reached both extremes.

4 Winners of both sides play for the championship. Loser Bracket Team must defeat Winner's Team in two consecutive matches to win - a loss in either match eliminates the Loser Bracket Team and makes the Winner's Bracket Team the Champion.

MGM Amusements Of Orillia Operates A Thousand Pieces Of Equipment To Provide Owner, Michael McLellan With A Good Living In A Beautiful Area Of The Country

Jukeboxes Good Steady Earners Year After Year



To many, the 1980's may well be the "video age", including amusement games of that ilk. But there are those who, whilst not rejecting the monitor and P.C. board still think they aren't the "be all" and "end all" of coin games. Such a believer is **Michael McLellan of M.G.M. Amusements**, Orillia, Ontario, who has spent nearly half of his life heavily involved with coin-operated amusements.

Mr. McLellan has already spent twenty of his forty-two years engaged in operating pins, videos, jukeboxes, pool and other amusements. . . And, it's by no accident that pins come at the top of the list, because he has operated them continuously throughout that time, never given up on their large scale use even during the height of the video boom. . . And that stood his company in very good stead when that boom receded some two and a half years ago in this country. All this history establishes Michael as a considerable authority these days insofar as pinball operating is concerned.

Mr. McLellan, early in his life worked as a crane operator, early on showing great interest in coin machines which he played repeatedly. He also made friends with numbers of Ontario's pioneer games and music operators . . . outstanding of which were:

- **Max Weddick** who was heavy on music, particularly to the East of Toronto in the Bowmanville, Trenton, Beileville, Peterborough area and,

- **Peter Budd**, the downtown Yonge Street Toronto big Arcade owner. In fact, it was **Max Weddick** who got him started in Music, Games and Amusements supplying good advice, machines and help.

Headquartered in Richmond, not far out of Toronto on the main road North, **Michael** built up a Music, Games and Amusements business there which comprised of some six hundred pieces. **Peter Budd** was for a time a partner and the business was quite successful through growth by expansion and acquisitions.

Throughout the years, Mickey McLellan always had a desire to get away from the encroaching northern sprawl of busy Toronto and "go North".

. . . This he did in January of 1979, having bought a couple of small companies about ninety miles north of the "big City". Taking up residence near the small city of Orillia, in lovely country, Mr. McLellan rapidly expanded his firm, **M.G.M. Amusements**, . . . this being helped by the liberalization of laws in respect of pinball legality in the spring of 1976 and the video boom getting under way a decade after the Orillia firm began doing business.

Growth through normal location getting and acquisitions such as **Cardinal Amusements** built the new company up rapidly so that it operated over a huge area. This area goes from Belleville on the East to Meaford on the West, about 200 miles and from the Muskokas on the North to Richmond on the South, about a hundred miles; in all an area of about 20,000 square miles.

It is an area of small cities, Peterborough the largest having a population of around 70,000, Belleville, Trenton, Barrie, Orillia, Midland, Collingwood — 35,000 down to 12,000 and of course many communities of 2,000 - 8,000.

This large area is also summer and winter resort country with many trailer camps, campgrounds, ski resorts, beaches, cottages and the large Military establishment at Camp Borden and a smaller one near Meaford. There are also a large number of hotels, motels, restaurants, bars and taverns in the area so, and apart from the great distances

Pinballs And Pool Tables Have Always Been Our Reliable Steady Earners



between many of these places, it has good potential for an Amusement and Leisure time business.

This time of year **M.G.M. Amusements** has, in various locations, just around a thousand pieces of coin-operated equipment. In the winter, with closure of camp grounds, camps, resorts, etc. it comfortably sustains around 700 Jukeboxes, Pins, Videos, Pool Tables and assorted pieces.

Mr. McLellan operates no Arcades, saying, "I don't really like them as a way of doing business. Now, if you've got a Yonge Street location like **Peter Budd** in Toronto, that's a different thing, but generally speaking in lesser sites, No!"

Apart from the Hotel, Motel, Bar, Taverns, Campground, Military Bases and Beach locations, M.G.M.'s equipment is to be found in pool rooms, bowling alleys, convenience stores such as Mac's Milk and Beckers, variety stores, restaurants, wherever there's a good spot which will sustain a piece or two.



To cover this huge area and substantial number of machines, Michael McLellan employs six other people including a couple of very good mechanics, and they use six vehicles, all Fords — 3/4 ton pickups and vans — the two latest, diesel powered and doing very well from the point of view of economy and serviceability. All are radio equipped. Most of the area is covered from the R.R. #2, Orillia base of the firm, but there is a shop and spare parts depot at Brighton near Trenton, and near Belleville. Two employees work out of there and there are full servicing facilities as there are at Orillia.

Question:

Have you a second in command of this business?

Answer:

No, I'm it. . . . I do it all, run it.

Question:

Apart from taking over Cardinal, don't you also have the old **Max Weddick** business, he having been not well physically for some considerable time?

Answer:

Yes, I do. Max was heavily into Music and strong in the Belleville area and East of Toronto. It was **Wiford Music**, and I still run about 70 Jukeboxes.

Question:

What makes are they and how well do they do?

Answer:

I've still got a number of **Seeburgs** but the newer ones are all **Rock-Ola's** and they do fine for me. A lot of my customers want them and they are all paid for a long time ago. . . . So if I get \$25.-\$35. a week out of them that's good business!

Question:

Aren't they costly to operate, scattered over a wide geographical area? How do you program them?

Answer:

It's a big expense covering the area we do . . . and equipment stands up better than it used to and that helps. As for programming the Jukeboxes — I don't do it . . . the locations do. They know their customers and what they want to hear, so they select the records that suit their places and I pay for them.

Question:

Does it work? Have you a one-stop record supplier or how do you get records?

Answer:

Yes, it seems to work O.K. We and our location owners know each other well. After all, I've been in this business for twenty years, so there aren't too many big problems. We buy records at local stores and they've got damned expensive too. Besides, I must have 6,000 records or more in stock here, so if locations want oldies I can supply them from here. The big "one-stops" such as **Taylors** in Toronto have gone. I know there are others, I used to get their brochures and catalogues, but I haven't time to go down there or put in orders and wait. I don't even get their lists any longer.

Question:

What do you make of the new boxes — does the new **Seeburg** compact disc Jukebox interest you?

Answer:

Yes, I've not seen the compact disc one, but am looking forward to seeing it!

Question:

What about laser games — did you get burned with them?

Answer:

No, I let others who at the time were being carried away by the euphoria of the Video Boom buy them — then later I picked up a lot of them at about a third of the early asking price.

Question:

Are you still running any of them? Did you convert "Dragon's Lair" to other games?

Answer:

I suppose you could say I've still got them. . . . I did convert them but not to other laser games. They had damned good cabinets and Monitors so I put videos into them and they've served me well that way.

Question:

You use conversions, one supposes, most people do? Do you do your own Conversions?

Answer:

We use them and we do our own, our people can easily tackle them — even Board Electronic work.

Question:

Are you a great booster of conversions? Most operators are.

Answer:

No, I'm not, I blame them in part for the video bust.

Question:

That's not the usual answer which comes of that question, as most operators these days say they couldn't survive without them. What's behind your reasoning?

Answer:

They came out in such numbers that they played a big part in flooding this country with video games about four years ago, and as well, games makers were doing the same, bringing out new machines every week. Of course, other manufacturers were producing the Conversion kits too, but between the lot of them and home games, they took the cream off the video industry.

Question:

But you weren't "killed" with it as were so many others. How did you weather the big decline of 2-1/2 - 3 years ago?

Answer:

I was always a great Pinball man and I was never convinced that videos were the be all and end all of this business. Sure, I went big for them like just about everyone else, but I didn't get rid of my pins and other games. . . . nor



my jukeboxes, nor pool for the easier operating of videos. . . . Consequently, when they faded I was O.K. Today, I've got some 400 Pingames out there, 65-70 Jukeboxes and 40 Pool Tables, **Valleys'**, **Irving Kays'**, **Dynamics'** and they're on 75¢ play. Pinballs suit my style of business.

Question:

Could you amplify that last statement?

Answer:

Yes, Videos are great Arcade pieces, but I'm not, and haven't been into Arcades. Videos are also great in kid places and corner stores. But, I'm heavily into bars and taverns which of course don't allow kids in. . . . They like Pinball games and that's where a lot of mine are. . . . though in restaurants and variety stores they have them too. Often the proprietor or Manager will say, a pingame sticks out too far, takes up too much room and don't want them. . . . I counter by saying, "you don't have to leave the space under them empty, fill it with boxes of pop or canned stuff. " Anyway, try it." So they do try it, and once they've had a pin in for a couple of weeks they don't want it taken out.

Question:

What sort of service can you give your locations scattered over such a large area as they are?

Answer:

Twenty-four hours, or same day service. Mind you if someone sixty miles away reports a breakdown at 4 p.m. he probably won't get it fixed that day but it will be the next. Of course it also depends where our people are, if one is in the area he'll go there then, or if it's a really high earning game or location, the time waiting for service will be shorter than if a poor earner were involved.

These days, it's not like it was four years ago, when, if you weren't on the spot repairing a breakdown within an hour or two, a competitor was in the location trying to persuade the owner to get you out and let him in, trying to

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. . . And 75¢ For Pool Tables**

sell the client by claiming: "then you'll not have this sort of thing, as my machines don't break down, and if they did, you'd get immediate service from us."

Question:

What are commission rates and play pieces running at in your area?

Answer:

A lot is at 50/50, the traditional, but I'm now managing to get 60/40 because I provide new games in large numbers and I buy a lot of complete and original games. We get 75¢ for pool but everything else is 25¢. Hell, you couldn't get 50¢ here even during the boom days for games let alone since. People just boycott the games at that price.

Question:

So, you're not keen on conversions but prefer new complete games? Where do you buy them?

Answer:

That's absolutely right, I like complete games and I buy a lot of them. Forty new ones last January alone. My purchasing is done from **Laniel Automatic (Jean Coutu) in Montreal** and from **New Way Sales in Toronto**, and both do well for me!

Question:

How do you rate today's Pins and Videos?

Manufacturers Now Turning Out Better And More Service-Free Games

Answer:

There are some very good games being put out these days. When the boom was on videos came out which were terrible and factories and distributors pressured you to buy them, and a lot of people did. "Quick buck investors" offered locations outrageous deals and most of that stuff wasn't all that good — technically nor as game. Pinball makers also got sloppy and turned out poor stuff. . . . But now, that they've had a knock down, they're producing videos and pins which are not only good games, but also good technically and from a service point of view. Both are now much better and pins are much more trouble and service-free than they were a few years back.

Question:

But don't pins and pool tables require a lot of maintenance?

Answer:

Compared to videos, yes . . . but that's what this business is really all about. . . . It requires constant hard work! It's never been a gold pile at your feet.

This is a business in which you have to get around your locations all the time and give service. Well maintained equipment keeps and gets customers and makes money; down or crummy games don't.

We've got some Williams pins which after two years are still good for a hundred a week. . . . Can't complain at that!

Question:

Have the tougher new drunk driving laws affected business?

Games Help Hold Customers In Bars . . . Now Alcohol Laws Tougher

Answer:

They've hurt the bars' business a lot and the high prices

of alcoholic drinks haven't helped either. . . . But, it's had a different effect on us. Although there are as many people in bars as there were, owners need us even more to provide entertainment for customers and give them further reasons to come in. They find that the games do bring in customers and stretch out the times they stay.

Question:

Your company is heavily into bar and tavern locations isn't it? And isn't it right that they also take a lot of your pins and pool tables?

Answer:

Right on both counts. . . . We've had many of these bars for years, know them well and are friends of their owners and staffs. . . . We work together well. We'll usually have a pinball and three or four videos in a bar. . . . Owners realize importance of entertainment of our games.

Question:

What about competition and relations with other operators in your area of business? Is it tough?

Answer:

Yes, competition is tough but we don't cut each others throats. It's good competition, and now that the "fast buck" operators have been shaken out by the bust, and there aren't too many machines coming out too rapidly, it's live and let live, so we can all make a living.

Question:

Whilst you buy a lot of complete new games, do you also find good use for old ones?

Answer:

I'm a great believer in using new games providing they're good and constant. Replenishing locations with new games is very important, but I use old videos and pins too. . . . It all depends on the locations and the customers. I've a lot of equipment in storage and I pull some of it out now and then and move it around, as it's "new" to a lot of people and others will play it out of nostalgia.

Question:

Pins have come back then but they're mainly adults games? Do kids play them much?

Answer:

They have come back a lot — but as I've said, we never did let go of them. Kids do play and enjoy them in places such as bowling alleys, but mostly adults because of where they are sited, and women play both them and videos in the bars and taverns.

Question:

What do you put into Mac's and Becker's store?

Answer:

One video a store, they don't want pins in them.

Question:

People are still keen to play games then . . . enthusiasm and lure is still here?

Answer:

Oh yes, as long as they're good, and look and work good. Player interest is up!

Question:

Do you use "**Gauntlet**" by Atari?

Answer:

I've got nine of them . . . and they are excellent!

Continued on page 50

CANADIAN COIN BOX MAGAZINE

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Pressures To Force Up Play Prices - ...Added Competitive Deals Canadian Operators Worry

Front Money, or Minimum Weekly Amounts Ideal For Operator

Now that the Music, Games and Amusements industry has to a large degree stabilized and most operators report that things are reasonably good with them and their businesses, the push to increase play prices is again on. As usual it's surfaced in the U.S. where operators are being advised to get more out of their location owners and customers.

U.S. operators may be able to get 50 cents for video play, but Canadian operators are pretty universally agreed that it's "not on" here. In fact, most are happy to be able to get 25 cents for a play. And, whilst they would dearly like to double the price to 50 cents, they do say that if an operator watches costs and buys carefully, he or she can run a successful Music, Games and Amusements business.

Some have said that with new and very exceptionally attractive games, **50 cent play** will in some few locations be possible on very limited numbers of video machines for just a few weeks from their date of introduction. They say that after a comparatively short time at 50 cents, play falls off rapidly. Cases have also occurred where 50 cents play has driven off customers to the extent that they don't come back and are lost customers for all games. In any event, 50 cent play has to be dropped quickly when play drops off on a video at that price.

Now, it's different with Pool and a few other games and amusements which give players more time, and so, are perceived to give more and better value, because the game goes on very much longer than the usual 1.5 or 2 minutes play at which most videos and pingames are usually set to provide.

Over the years, there have been many, many attempts to bump up prices of playing Juke Boxes, Videos, Pins and Amusements. None have come off successfully even during the best of times except in isolated instances and very few at that. Getting on for two decades ago, there was a big push on to bump up Juke Box play to 50 cents. (That was just before Wurlitzer closed down its North Tonawanda, Buffalo, N.Y. Juke Box manufacturing.) That strong push by juke box makers and distributors for higher play prices fell flat much to the chagrin of those many people pushing for more money. It's been very much the same story ever since, except for a very short time during the video boom's peak and then only in

a relatively few very prime locations in large cities' more prosperous areas with heavy traffic.

To-day, universal or large scale 50 cent play is, in the opinion of most experienced operators an impossibility except in most unusual cases. One of these is Expo '86, going on this summer in the middle of Vancouver, B.C. There, **Weatherhead Amusements** of Burnaby, B.C. has the contract to run the coin-operated games and amusements in two Arcades and a few further nite spot and restaurant locations.

Company Manager, Jim Niblock, noted that in the main, play prices at Expo '86 were 50 cents and 75 cents for such simulated games as "Hang On".

These locations stayed open long hours and because daily attendance at the exposition was in the order of 130,000 people in a quite confined area, the traffic by the Arcades has been very heavy.

"And even at 50 cents and 75 cents play has been fantastically high and there have been long line-ups to play the games", said Mr. Niblock.

But this is an exceptional summertime location at a very unique event where visitors from all over Canada and the U.S. have gone for a fun holiday. In such circumstances it is well recognized that people don't watch their spending as they do on a normal daily basis and will pay "one shot" prices as they are proving to do at Vancouver this summer.

50 Cent Play For High Speed & Comet

At the same time, **Dave Howison**, the Ottawa area's leading operator reports that his firm can "get 50 cents for games such as the pins "High Speed and "Comet" but later they have to be dropped down to the usual 25 cents play in order to attract players. "For all prices, we give 5 balls and not 3." It's the same thing in Alberta and other parts of Western Canada. In the former 50 cent play was quite common but it isn't any more though it does exist in a few very prime locations in top machines - Arcades in the huge West Edmonton Mall would be an example.

Continued on page 45

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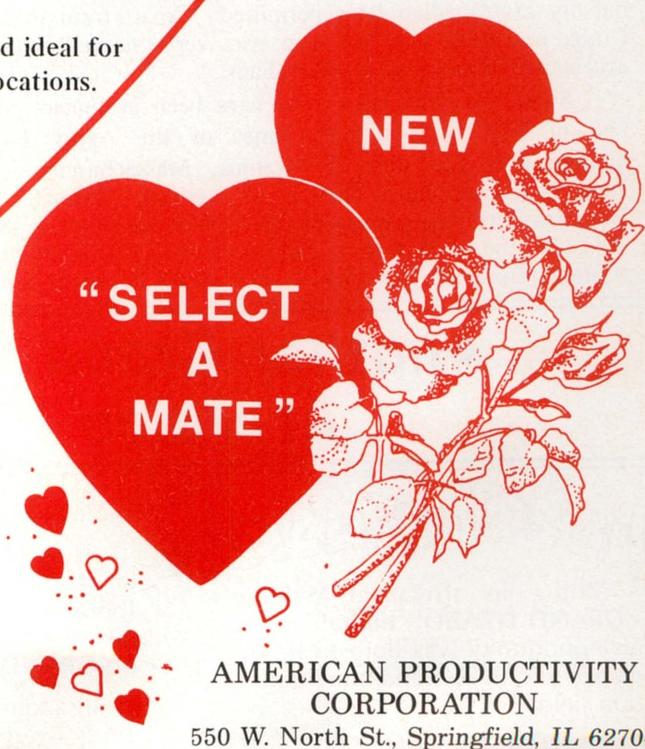
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ARJAY'S BOB JONES INCREASING BONANZA ENTERPRISES' REPRESENTATION IN CANADA - PROMISES PROSECUTION OF COPIERS

For many years past Canadian Games Operators, particularly those situated in Quebec and Eastern Canada have made good money using the equipment of **Bonanza Enterprises Ltd.** This Yokohama, Japan based manufacturer has specialized in mini and countertop games, making these small videos well ahead of the majority of countertop video and card/poker games plus the more recent trivias.

Alike to other videos, these popular small games have also attracted their share of imitators and copies and "parallel" boards. To counter these damaging and potentially damaging actions, **Mr. Chiba, President of Bonanza Enterprises** was recently in the United States and Canada liaising with his North American agents, appraising the video scene here and conferring with lawyers in Montreal in order to act in his company's interests should piracy and copying make legal recourse adviseable.

Mr. Chiba, during his visit informed us that his firm's **Min Boy** video games are registered with the patent and copyright authorities in Canada. He said that there had been a few cases of people bringing copies of his company's games into Canada and in the future they would be dealt with as harshly as Canadian laws permitted. Apart from that Mr. Chiba remarked that his firm was very pleased with the acceptance of its games by Canadians.

Since that conversation we have been in contact, at the end of July, with **Robert Jones of the Arjay Export Corporation Inc.** out of Hyannis, Massachusetts. Mr. Jones stated that he is now, as of a couple of months ago, Bonanza Enterprise's exclusive distributor for North America. And, by the time this is published Arjay will be doing business from its new address...this is 20 Bayberry Square,



Falmouth Road, Centreville, Massachusetts, 02632.

Apart from the products of **Bonanza Enterprises**, Arjay also represents **S.M.S.**, video games out of New Jersey, casino equipment makers, **Vicoma** of Vienna, Austria and **Autoroulette** of London, England and another video poker maker, **Noraut** of Omagh, Ireland.

Mr. Jones has the following agents in Canada selling Bonanza Enterprises Ltd.'s and other's equipment in Canada. **Atlas, Banco, Laniel Canada, Laniel Automatique and R.M. Automation, all of Montreal, T.C. Gilchrist Vending in Toronto.** Bob tells us that he is also soliciting agents in Western Canada and would be glad to hear from interested parties, and also reiterated Mr. Chiba's warning to the effect that people violating Bonanza's patents and copyrights in Canada would be prosecuted.

Another Grand "Scale" Summer Event At Video Invasion In Toronto

VIDEO INVASION

With the arrival of **William's "GRAND LIZARD"** pinball in June, an opportunity was born to tie their games into the entertainment/education field.

Tie In With ZOO

Contact was made with the director of publicity at the Metro Toronto Zoo, a 700 acre park teaming with over 4,000 animals, and passes were

made available to **VIDEO INVASION**.

The contest was open to all participants at two of the Toronto **VIDEO INVASION arcades**, and passes were awarded to the seven highest scorers on **GRAND LIZARD** each week.

In addition **VIDEO INVASION T-Shirts** were given to the top two scorers. The photo below is a group shot of the first round of winners, with Wayne Fromm, directly to the left of the GRAND LIZARD contest sign.

As a limited offer, **VIDEO INVASION T-Shirts**, were made available for 1 cent with the purchase of a \$10.00 roll of tokens. In a two week period **VIDEO INVASION** exhausted their supply of 144 shirts!

Wayne Fromm, the dynamic owner of **VIDEO INVASION ARCADES** says "business has been excellent and is staying high, but we are constantly working on new promotions and contests to keep our customer's enthusiasm in gear!"

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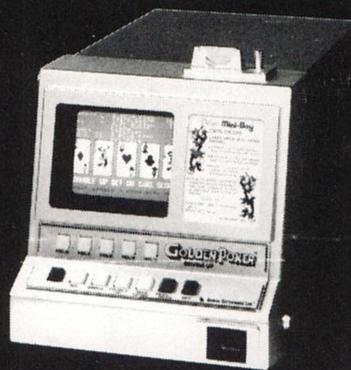
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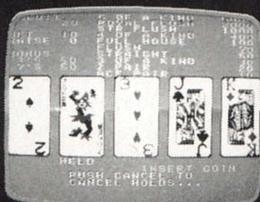


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Weatherhead Distributing

Now Running Arcades At Exhibition As Own Business - Very Satisfactory



Expo '86 currently going on in Vancouver, B.C., since it began early in May and will go on into October is now about halfway through its duration. Visitors average some 130,000 per day and that makes a very nice concentration of people for any business to have exclusive access. And, because it is a fair and visitors are in a festive mood it's an especially good place to have on offer food, drink or entertainment. The set up of Expo '86 provided for two coin machine Arcades to be sited in high traffic areas, "The Arcade", 3,000 square feet of it lies between the Russian and American pavilions. The small, 700 square feet in area, "False Creek Arcade" is near the night spot and restaurant district at the Eastern end of the exhibition. Expo also reserved to itself the operating and managing of these and other entertainment places on the event's site. In the face of very heavy competition for a plum games and amusements opportunity, J. E. Weatherhead Distributing Limited of Vancouver, Burnaby, got the go-ahead to put in an estimated 150 pieces of equipment, advise on its usage and maintain its serviceability throughout the duration of Expo '86.

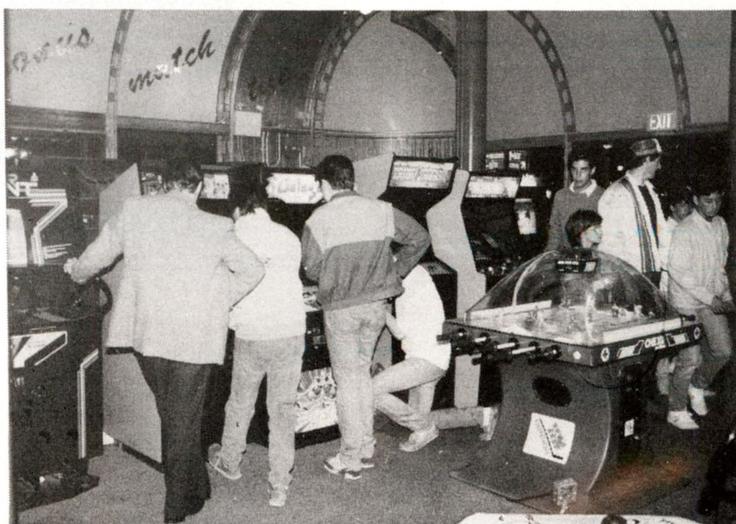
Players responded to these coin games' Arcades in a very positive way. Visitors went into them in very large numbers and the rate of play has been very high. After a few weeks of its having been open, Jim Niblock, Manager of Weatherhead Distributing described his firm's satisfaction with his company's involvement at Expo '86. At that time he said that play and business was fantastic and that "they'd never experienced anything like it even during the height of the video boom". And, that tied in with the very satisfactory attendance at the World's Fair which has been, up to the half way point, well up to expectations, in fact a bit better. However, in an amazing volte face at the end of June, the Expo Corporation's management had second thoughts about their policy in respect of various aspects of the event. More specifically, these pertained to the concessions at the fair, run and controlled by

the Expo '86 managing body, such things as snack bars, restaurants, souvenir stalls, night clubs, vending machines and coin-operated games and amusements. It seems that these concessions were not doing as well for Expo's management as expected or as they should have. We gather that it wasn't lack of willing customers and buyers, but rather gross inefficiency in the running of these various businesses of different sorts within the Expo compound. Certainly, the press has been loud and persistent in its coverage of high prices and gouging of Expo visitors within its confines and without, by Vancouver businesses, not the least of which have been the hotels, charging up to 70% above national prices pre Expo.

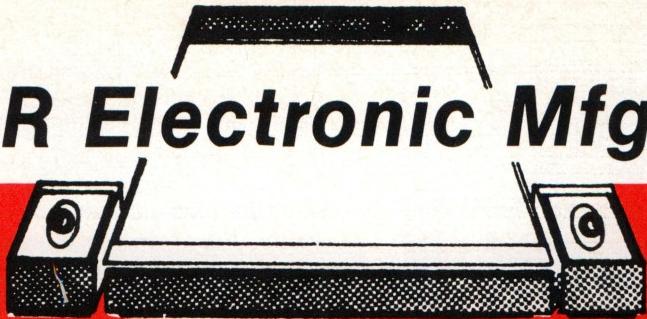
Operators Are Better At Operating - Know The Score

In any event, during June, Expo's management apparently had a change of heart and policy in respect of concessions. After the Conservative form of Government leads, it decided to "privatize" Expo '86's numerous concessions and let them out to outsiders on a contract or commission basis. Outside firms therefore, took over their detailed running and management, treating these various concessions as though they were their very own businesses. In the case of the two original Arcades, the firm supplying the "machinery", service and support, Weatherhead Distributing Ltd. took on the job of running them as its own business and over the past month of this new arrangement, things have worked out most satisfactorily for Jim Weatherhead and his staff. Jim tells us that although overall customers and play hasn't much increased from its previous high levels efficiency has improved markedly.

One of the first things his firm did was to get rid of the Arcades' managers. Naturally, Jim didn't give any details of the why of this move except to say that "it was in the obvious



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interests of improved operational efficiency". Our investigation into the reasons for the Expo Management's radical change of policy and way of doing business has led to the conclusions that much of the problem probably was due to as is said in Sicily "Amici degli Amici" or jobs for "friends of friends". In short the good old Canadian trait of nepotism, jobs for friends and relatives, which is a major factor in National Mediocracy in so many things. Except that in Sicily someone has to produce results and money or else!

Question:

Jim, what have your staff changes accomplished, how large is your staff?

Answer:

We've some fifty people working at Expo, most of them University and High School students and people with degrees and very good academic and business qualifications, believe it or not. I only got rid of the higher management employees and tightened things up generally at the same time. Actually, the people we've retained are surprisingly good now that we've laid down the law and made the changes. What this has done, is not increased revenues very much but it's cut down running costs and raised efficiency to a remarkable degree.

Question:

As we recall, it was projected that 150 pieces of equipment would go into the two Expo Arcades but, at least in June that number hadn't been achieved and the total was closer to 120. What number are in use now that we're near the end of July?

Answer:

We started out fairly conservatively but now that we're "running the show" we've 162 machines in use, though this includes a few outside of "The Arcade" and "The False Creek Arcade".

Question:

That's a change in policy, can you tell us where they are?

Answer:

They're in a restaurant and a nite spot - six in one, four in the other and they too are doing well.

At Expo '86 - Videos Are Still The Most Popular Game - Novelties Good

Question:

Has there been any change in the mix you use?

Answer:

They are predominantly video games despite the undoubted Pinball game revival, at Expo '86, perhaps because patrons or visitors are usually young, videos are still predominant. We've 27 Pingames in use (just over 16% of the total). We are also using a number of "Chexx" hockey games which are doing very well; we also use some rifles and they're popular and we're trying out Foosball, which is promising. In this situation, video games are definitely what players want. There's much more demand for them than there is for Pinball games.

Expo '86 Has Drained Nearby Locations

Improved Main Highway Ones

Question:

What about other Arcades and Street locations in
Continued on page 47

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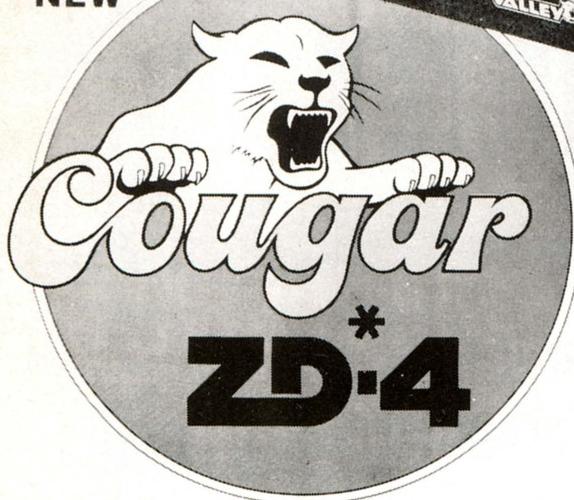
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The
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A new program that enables coin game operators to lease **Valley** equipment has been announced by **Alan Schafer**, Valley Vice President-Marketing. A first for **Valley**, this program is designed to benefit distributors and operators alike by helping to stimulate pool table activity and income on a year-round basis.

Briefly, this new Lease/Purchase Program makes it possible for operators to lease Valley equipment for as long as 48 months, with lease payments at a low fixed amount per month — all through authorized Valley distributors. At the end of the lease period, the operator owns the equipment for a token payment of just \$1.00.

Lease payments are easily generated out of monthly rentals, and operators are able to add more steady-profit pool tables to their routes without tying up cash. Or if not already running pool tables, the operator can add them without any financial "stretching."

"Those are just the major advantages to the operator," said Schafer, "and each one will see several other benefits, as well, depending on his or her individual situation." Leasing has been so successful in so many areas as a source of "external" financing it's surprising it has not been tried seriously in the coin game business, continued Schafer. But we think the timing is right, and we're certain we have the program that's just right for our operators. "It not only gives them more options, but also helps them to have the use of vital equipment in a way that leaves their financial flexibility unhampered while holding down costs," he concluded, "and that has to be important to everyone."

Introduced at the **ACME** Exposition, a new coin-operated pool table from **Valley** is the table "operators helped design," says **Alan Schafer**, Vice President of Marketing for **Valley**. The table is called the **COUGAR ZD-4**.

Announces A New Lease/Purchase Program

for its Zero Defects engineering and for the four straight AMOA "Most Popular Pool Table" Awards the Cougar has won — in 1982, 1983, 1984, and 1985, every year the Award has been given.

"To begin with, we think this new **COUGAR ZD-4** is the quality table distributors and operators have been looking for," continued Schafer. A table they can count on to stay in play, with an absolute minimum of downtime for servicing. We went beyond just designing a new table...we engineered our manufacturing procedures so that we could select, test and assemble to the most rigid inspection standards possible. "We're convinced the COUGAR ZD-4 is the most trouble-free coin operated pool table the industry has ever seen," he emphasized.

50¢ To \$1. Play

Several new features of the COUGAR ZD-4 are especially important. The coin chute housing has been redesigned to make servicing easier, less costly and with minimum down-time. The new cabinet is all plywood, 3/4", solid core. The compression spring counter arm has been strengthened to assure accurate counting over a longer period.

A durable high-pressure laminate, 45/1,000" thick, covers sides and top rails. In an attractive Classic Mahogany pattern, this laminate resists stains, scuffs, and burns. Finally, the operator has the option of adjusting the standard 50¢ play up to \$1.00, with a new "state-of-the-art" heavy-duty coin mechanism that withstands player abuse.

All of these improvements have been added to the quality "Tavern-Tested" features that made the **Cougar** name the industry standard — "Cat's Eye" 2-1/4" cue ball, reliable ball separator, one-piece ball return, hardwood rails, genuine imported Italian slate, slate support system, reinforced fiberglass legs, and many others. The COUGAR ZD-4 is available in the standard sizes — 85", 88", 93" and 101".

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Pinball Is Back In A Big Way!

Operators' Consensus Shows The Grand Old Game Is Gaining In Popularity — Winning More Players — Bigger Takes!

For at least a couple of years it has been apparent to numbers of people within the Music, Games and Amusement industry that Pinball games were staging something of a comeback. Others, and there were many of them, maintained that as far as they were concerned Pinballs had never really fallen away in popularity but had simply been swamped by the vast numbers of video games being produced and pushed onto the market.

This is readily understandable when it is realized that between 1979 and mid 1982 the games market trebled and that the increase was almost solely due to the video games boom. Prior to the end of the 1970's, Pinballs had risen in popularity largely due to the same reason videos were made to boom — via publicity. Remember when Pins were built around "in" Pop Stars such as Elton John and Sports personalities like the boxer Mohammed Ali? Heavily promoted, pin sales and play soared in the 1970's — particularly after

the spring of 1976 when pins were legalized in Canada by changes in this country's Criminal Code.

Doubtless this great growth would have continued had not computers, home computer games and Video Arcade pieces in that order not hit the public fancy...backed and pushed by such media as films, T.V., radio, newspapers and periodicals, and advertising by huge retail stores and mail order houses such as were then Eaton's and still are Simpson's and Sears. This was a massive flooding of the public's minds and senses to create a mystic and massive appeal for anything appearing on a video monitor which looked like T.V. or a LED display.

Under this barrage of publicity and propaganda, people, particularly kids wanted to participate in Hollywood and T.V. Space encounters and Vietnam war simulated games. No wonder videos took off — and all and sundry moved in to profit and in some cases eventually suffer when the video boom collapsed in mid 1982 in the U.S., a year and a bit later in this country.

Videos were the thing, undoubtedly, and many old time operators had to go the same route, partially if not fully. There wasn't much room for pingames in the thousands of Arcades which sprung up all over the place, videos were the thing, they didn't require any mechanical work. Videos were pretty reliable and they didn't stick out as far as Pinballs but generally took up less floor space, and everyone knew all the kids wanted to play videos.

A few pins were brought comparatively speaking, for the older locations which knew and wanted them, mostly adult places. Videos were big stuff for kids, and Arcades were mainly but not entirely to accommodate their wants. In them, Pinball participation dropped to about 10% of machines in Arcades, many had none at all. After all pins required a bit of different knowledge and skills to maintain them. Numbers of pins manufacturers went out of business or concentrated on the videos. Meanwhile, pins too had gone largely but of course couldn't go completely solid state. As a result pins were stationary, doing their solid thing in older locations and largely run by older and well established operators. To-day, there are still the majority of those who champion and locate pingame machines and, incidentally, understand them because they are very different "animals" from Videos.



Some two and half years ago, in 1983, Pinball games began to get more attention from games operators. This was largely due to the fact that videos had not only peaked but had begun to go down hill very rapidly. In this situation it has also been noticed that pinball games sited in the same spots as were video games had not fallen off in play, but in a great many cases had in fact attracted more play than they previously had done. This was further and pretty conclusive evidence that, even younger players were somewhat "bored" with most of the video games available to them.

The time and the circumstances were propitious for a revival of Pinball and this was not lost on a lot of operators feeling the loss of business occasioned by the downturn of video activity. Such did not come about without a great deal of serious thought on the part of operators.

Some of these were long time operators who had been in the Canadian industry before the video games came on strong with the beginning of this decade, men such as:

- Dave Howison of Howison Amusements, Ottawa;
- Harry Gordon of Centennial Amusements, Toronto;
- Ken Burgess of Top Hat Family Amusement Centres of Penetanguishene;
- A. A. Romney of Fredericton, N.B. and many others across the country.

They knew the game of pinball intimately, how to site, maintain and use it to their and players' advantage. Younger operators also noticed that something was happening with a game to which they had given but short shrift.

So strong and so vast was the video games boom that it "spoilt" operators and players alike... It was a true phenomenon and fad of overwhelming proportions and impact. The money to be made was good, exceptionally good, and its making was very easy. Demand to play was high, servicing was easy and quick and so high was the euphoria that people got quite carried away with what was going on. Above all considerations were those, of easy operation and servicing, with little to wear out or go out of kilter.

Pinballs always required a bit more attention and servicing, dust could be a problem, rubbers had to be replaced and flippers broke and wore. Many, but by no means all of the older operators almost or, in some instances completely abandoned pins for the easy to run new games. Besides it caught the kids' fancy and Music, Games and Amusements has always been more of a kids' and teenagers' amusement than anything else.

As for the younger operators and those who came into the industry in the earliest years of this decade to get in on the video boom, well, they, for the most part knew virtually nothing about pin games, didn't want to know anything about them and, as long as videos were booming, didn't need to know anything much about them or even, need them to do well... But, the older operators hung onto them in their pool rooms, their bars and taverns, their bowling alley locations and others. Town and City Arcades were where big video action was and their operators could get by with few or no pins. Even experienced operators usually

didn't "fire up" their Arcade with more than 10% to a high of 15% of their total pieces with pin games.

When, here in 1983, videos faltered in popularity just as they had in the U.S. about a year earlier, many operators were for the most part badly caught short by something they had convinced themselves could never happen. But it did and they were wrong about videos, their boom decreased. Near panic ensued amongst them, many of whom were latecomers to the industry trying to turn a quick buck on a fad... These were usually Arcade operators into whose locations the swarms of eager players were no longer coming.

At about the same time or even a year before, there were signs, for those willing to look for them and heed them, that boredom was beginning to creep into video game players. So many new games were coming out, often at the rate of two or three each week, and so much alike were they that it was evident to some people that to a large degree, they had "had their time"... And so it proved to be.

At the same time though, older operators who knew pinball games and had faith in their intrinsic entertainment appeal and value and who had continued to use them often in reduced numbers, noticed that they were beginning to attract more play. First of the players to take more interest in pingames were people over the age of twenty, later joined by untraditional players from the ranks of older teenagers, then kids, seeking to relieve their boredom from repetitious videos.

The word of this rising interest in pins in Canada and the U.S. quickly got to the Manufacturers, hard pressed financially by the sudden and drastic falling off in video sales. They weren't long in getting out new games and very good ones they turned out to be. The past couple of years has seen such truly good games on the market as "Comet", "High Speed", "8-Ball Deluxe", "Rock" and "Raven".

Interesting conversion kits have also made an appearance. Therefore, in at least the last two years the market has been well served for operators and players alike.

A recent survey we carried out by talking to a number of major operators has revealed that pinball ratio to videos has risen from 10% - 15% during the video boom to anywhere from 20% to 50% in this summer of 1986.

A substantial number of the newer pin games are out-earning the big majority of videos.

... in fact in most cases all but the very top video games. Indeed, the best of the new pins have been successfully introduced on 50¢ play and did exceptionally well at the price for several weeks before being dropped to 25¢ play... And, that's quite a change from the industry's situation three years ago. Moreover, the trend does seem to indicate the Pins' popularity is still rising as more and more young players are "discovering" it.

The old time operators were right in their assessment of Pinball — it has a great deal of universal appeal for all manner of people. For older players, it was never lost, now youngsters have taken a liking for it to prove its timelessness as an indoor entertainment.

Concern over foreign invasion of Nevada



EXPERT observers are expressing widespread concern over the trend for foreign investments in Nevada which are increasing at a rate never envisaged just a few years ago, according to a report in the industry magazine *Gaming and Wagering Business*, by Phil Hevener.

The development of this trend has earned much notice recently with the \$54 million purchase of the Aladdin Hotel and Casino by Ginji Yasuda, a Japanese businessman, says Hevener.

In some respects the purchase by Yasuda is unique. In the first place, Mr. Yasuda is the first foreign national to buy a resort of any size. Aladdin generated some of the best casino action through most of the 70s despite being beset by managerial and ownership problems during recent years. Secondly, the new owner apparently did not consider any problems in licensing.

By the time the Aladdin deal was being finalised, another Japanese businessman Katsuki Manabe, President and founder of the Sigma Games Inc., which was the first foreign corporation to be licensed in Nevada as a manufacturer of gaming machines, was announcing that he had purchased the Horseshoe Casino in Reno.

A spokesman for his company said that Mr. Manabe also wants to buy a southern Nevada gambling house. This would then join the Horseshoe Casino as a showcase for the company's products.

But it is not just the Japanese who are making inroads into the tough Nevada slot machine market. Carma Ltd., a publicly traded Canadian company already owns the Bourbon Street Hotel and Casino in Las Vegas, while there are at least half a dozen other foreign groups scrambling for positions in the same market.

Ten years ago serious competition was practically non-existent among the companies selling slot machines in Nevada but, says Mickey Wichinsky, founder of Games of Nevada, "Competition is now raging like a forest fire".

Bally Manufacturing Corporation is still the biggest supplier, with about 60 per cent of the 100,000 machines now on locations but the company can no longer afford to feel complacent in the face of current events.

It is ironic that many of the new companies have ridden into Nevada on the back of a 1983 action by the Nevada Legislature which required the examination of foreign companies that had been accused by the US companies of dumping their products on the Nevada market. What in fact happened was that this move actually proved of benefit to these foreign companies, for it indicated that the best of them would win approval for business in Nevada.

Just as Bally had to watch its complacency when companies like IGT came into the marketplace, now IGT and the others can feel the hot breath of foreign competition behind them.

While some casino executives call this the "Japanese invasion", others welcome it contending that competition is good for business. One casino executive delightedly explained that whereas when poker machines came on the market in the past, they cost him in the region of \$12,000 apiece but now he is able to purchase them for a third of the price.

Nevada subsidiaries of the Japanese company, Universal Co., and Talasago Electric Co., have also been approved for Nevada business, and other foreign firms such as Australia's Aristocrat are awaiting the completion of licensing investigations.

As far as the Nevada regulators are concerned, these actions have given an entirely new meaning to the term "foreign gaming". When the casino controllers passed their Foreign Gaming Act of 1978 they had nothing more in mind than New Jersey. It was a regulation that outlined requirements for Nevada licensees doing business in other jurisdictions, according to former Nevada Gaming Commission member, Clair Haycock.

But the former chairman of the State Gaming Control Board and now Aladdin President, is among those who are convinced that they see a dramatic and rapid evolution.

"I don't think there is any doubt that foreign investment will play a big part in the future of this area, and I feel that Yasuda will become the catalyst for this", he said.

"If Yasuda is licensed then the other people who are closely watching his efforts will give some very serious thoughts to moving into the Nevada marketplace".

At the end of 1975 there were 48,900 slot machines at restricted and non-restricted locations throughout Nevada. Five years later there were 77,604, a strong hint of what was to come. By the end of 1985 the figure had surged to 101,934 machines.

For a long time Bally's name was synonymous with slot machines and no salesman had to make a hard sell. But one said he has already been approached by representatives of the Nippon Electric Company who would like to sell some of their various non-gaming devices to the new Aladdin ownership.

One of the reasons for the stepping-up of foreign involvement in Nevada is attributed to the shifting focus from Middle East to Far East funds and a number of Japanese and other Far East

Continued on page 41

CANADIAN COIN BOX MAGAZINE

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Road Runner*,

The Latest For Atari System I

One of the world's most popular cartoons comes to life in a new video game designed specifically for **Atari's System I**. The player becomes the "Road Runner" who must outwit his relentless pursuer, Wile F. Coyote.

The coyote continuously tries to catch the **Road Runner** with a series of well-planned attempts involving elaborate devices that the player must try to outmaneuver using a new type of controller, the hall-effect joystick, and a hop button.

Numerous unforgettable stunts and gags from the **Road Runner** series are featured as the player is encouraged to take risks for a high score by picking up piles of seed, teasing Wile E. Coyote (allowing him to follow closely), forcing the coyote's plans to backfire, jumping over mines, eating steel shot and drinking lemonade.

The new hall-effect joystick guides both the speed and the direction of movement of the **Road Runner**. The hall-effect device responds in all directions (not just the standard four or eight), while the swiftness of the Road Runner increases as the joystick is moved to its extreme positions, giving the player a full range of speed and movement.

The Next Trend™ continues with

"Black Belt"

"The Next Trend" line of pins from **Bally Midway** continues with **Black Belt**. Using the ancient art of karate as its theme, **Black Belt** is easy to understand, yet challenging to master.

Black Belt includes all the quality features of "The Next Trend" pins like the unequaled diagnostics package that permits testing without a manual, factory-installed mylar on key wear points, eye level alphanumeric display and built-in playfield inclination, to name a few. Taking "The Next Trend" one step further, **Black Belt** offers an operator-selectable self percentage feature for added convenience and top collections.

This game has advanced the state

of the art in pinball design, drawing on our 54 years of experience," commented **Steve Blattspiel**, Bally Midway Vice President of Sales. "It combines exciting contemporary pinball graphics, lights, sound and action with challenging skill shots and features designed for unequaled operator convenience."

The novel soft skill shot off the plunger, unique continuous volley ramp, world's first karate chop flipper and a new feature that lets high scorers enter their initials on the display add up to a game with long-term earning potential.

Black Belt is now available at all **Bally Midway** distributors nationwide.



Deutsche Wurlitzer GmbH moves administration

Effective June 5, 1986 **Deutsche Wurlitzer GmbH** moved Sales, Marketing, Service and Financing Department from Hullhorst, Germany to Stemwede-Levern, Germany.

The New address is:

Deutsche Wurlitzer GmbH
Alter Postweg 408
Postfach
4995 Stemwede 1.

Production, Engineering and Purchasing department, as well as Spare Parts Division stay in the Hullhorst factory.

The Levern plant had been mainly used for juke-box production in the past. A company spokesman said that this move became necessary in order to fulfil the growing demand for additional space in production and the need for better product display in the new enlarged showroom. This move will enable **Wurlitzer** to expand its activities in all product lines.

"The Next Trend In Pinballs Begins With Motordome"



"The Next Trend™" in pinball games has arrived from Bally Midway. The first in this new generation of pinballs is **Motordome**, a fast paced, multilevel futuristic motorcycle theme

game.

"**Bally Midway's** 54 years of pinball leadership, dedication and experience have all come together to begin "The Next Trend", " commented

Steve Blattspieler, Vice President of Sales. "Traditional Bally quality is evident in such things as the flipper and drop target assemblies, while innovative engineering and design have created exciting, contemporary pinball action for today's players and unprecedented convenience for operators."

All games in this new line will feature the most complete and convenient diagnostics package available. An advanced electronic alphanumeric display permits testing without a manual. The eye level display also describes key play features to pull players into the game and allow them to keep track of their score and ball at the same time.

Increased playfield inclination, preset at the factory inside the cabinet makes for faster play and quick, easy installation on location. Factory installed mylar saves operator time and extends playfield life. Add to that cool, long lasting fluorescent backglass lighting, powerful sound through front-firing speakers and dominating cabinet design and you've got some of the reasons these pinballs clearly represent **The Next Trend**.

"**Motordome** captures the look, feel, sound and action of the 80's," Blattspieler added, "and features such as its three player selectable skill levels and the million point shot saucer make Motordome a challenging game with real player appeal and long earning life on location."

The Next Trend is now available at Bally Midway distributors nationwide.

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MULTI-BALL™ has it all with new time lock and mega score!

Lock up 2 balls for double-score multi-ball and the excitement's just beginning! Lock up 2 balls again during multi-ball play and start a brand new time lock feature for heavy bonus building! Earning the time lock bonus raises the ramp for mega score and extra ball!

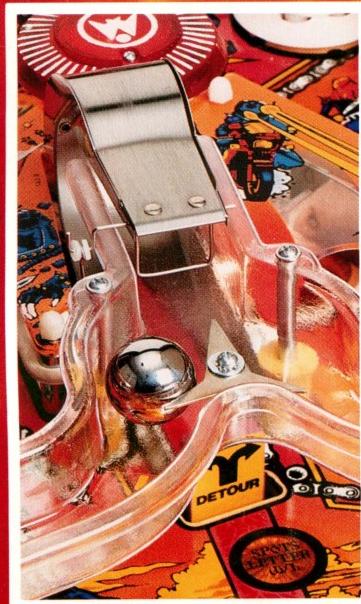


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It's a totally new sound system that expertly utilizes sophisticated mechanisms for real band audio reproduction! Different themes for different features underscore the action and the dynamic combination of motorcycle revs and taunting speech conquer the air waves! You've got to hear it to believe it!

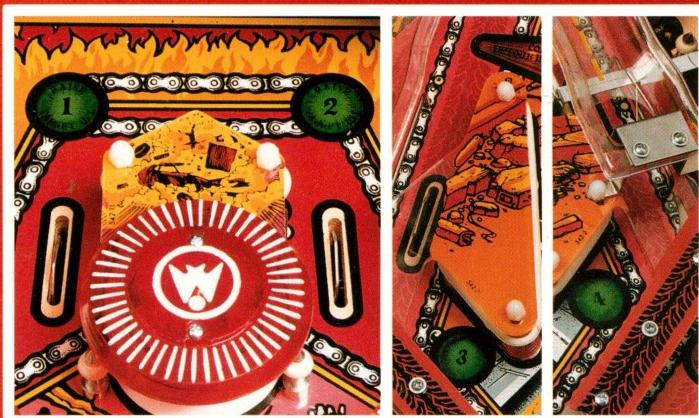
R-O-A-D K-I-N-G-S!

Spelling R-O-A-D or K-I-N-G-S lights locks, detour ramp and power kick. Spelling R-O-A-D K-I-N-G-S lights extra ball and out-lane specials! The center detour shot spots letters while building the detour value. Making the drop target when lit also spots a letter.



4-way lane change!

Making the 1-2-3-4 lanes advances the bonus multiplier 2X, 3X, 4X, 5X and lights bonus holdover!



The power behind the machine!

The innovative new backglass and pivoting playfield allow easy accessibility for service and open up a whole new world of intelligent features!



- Automatic switch testing can identify a malfunctioning switch, automatically re-program play around it and spell out on the alphanumeric display exactly which switch needs repair!
- With automatic replay percentaging, the operator can have the game automatically adjust to the levels of the players or run the game traditionally with a fixed replay!
- The alphanumeric display provides the player with information and instructions about game play and, for the operator, it literally spells out features that can be adjusted for a "throw away the book" sophistication and ease!



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Taito America's "Big Event Golf" A Hit Kit...Anyway You Slice It!

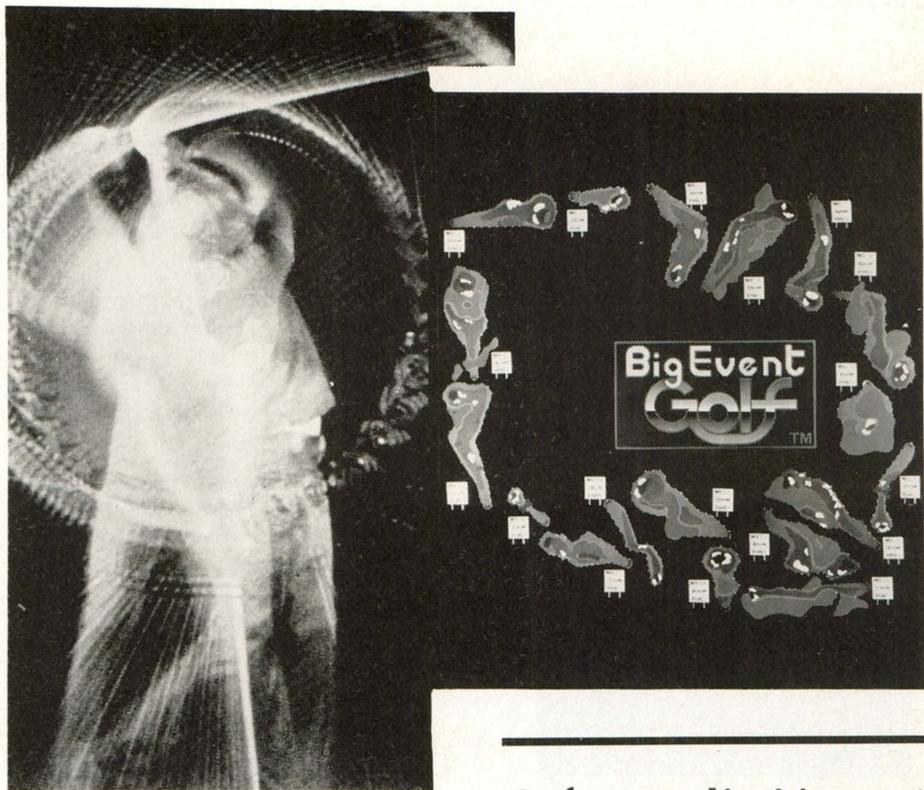
Taito America introduces **BIG EVENT GOLF**, a whole new concept in golf games.

"**BIG EVENT GOLF** is the first stop on the Taito Championship Tour," says **Paul Moriarity**, President of Taito America. "It's the first in what will be a continuous series of realistic pros alike."

An 18 hole course designed as two separate games, the front nine and the back nine, **BIG EVENT GOLF** requires a minimum of two coins to play all 18 holes. The player may select a straight nine holes or go for three with the challenge of being awarded extra holes for each par, birdie, eagle, double eagle or hole in one he makes. After completing the front nine, the player may continue to the back nine by inserting additional coin(s) and again selecting three or nine hole play.

No matter which way he opts to play, he must watch wind direction and speed and break of the green. If the timer reaches zero, a penalty stroke is given and the player is also penalized for hitting out-of-bounds or in the water. If the stroke total reaches twice par on a hole, that hole is forfeited.

The deluxe kit converts any vertical raster monitor and includes PC board,



track ball, control panel overlay, monitor cover plexiglass, marquee, wiring harness, instructions, control stickers, drilling template, buttons, FCC cage and PCB mounting brackets.

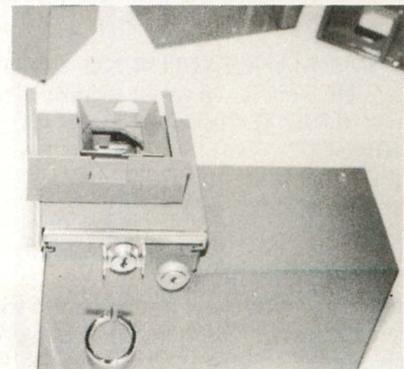
Konami GT Upright With Driving Theme

Konami GT is a one-player dedicated upright video game with a driving theme. The player controls an onscreen car as it progresses through several race tracks, avoiding collisions with other cars and motorcycles as he battles rain, hairpin curves, ice, etc. As gas runs down, the player can refuel at checkpoints and by picking up gas tanks.

Dramatic sound effects and music enhance the crisp graphics on **Konami's** first dedicated game. Operator features include three difficulty level settings and price selection. One unique feature: the game is housed in 'Omni', Konami's universal conversion cabinet for horizontal or dedicated games.



Safeguard's Newest Security Coin Box



A "giant box" with a \$500 capacity has been added to the line of route security coin boxes.

The boxes lock to the vending machine. When removed by the route-person, a gate locks, preventing access to the coins until the box is unlocked in the operation's money room. Boxes are available to fit all makes and models of vending machines.

Contact: Banco, Montreal, Que.

Exidy's Chiller Horror Game Fits Any Exidy Gun Game



This new gun game with a horror movie theme is available as a dedicated game, or as a kit. The kit converts any previous **Exidy gun game** with no cabinet modification needed; the dedicated game uses the same shooting-game cabinet that **Exidy** uses now.

Players earn points through accurate shooting while trying to "beat the clock". Skillful players progress to new levels. This "very graphic" game's scenes include an alligator-infested river, a torture chamber, etc.

Simpler to play than **Exidy's 'Crack-shot'**, there is no "wrong target" to hit in 'Chiller.' Unlike any game before, Exidy engineers stress, 'Chiller' has lots of "blood and guts. It may cause some controversy," said the engineer who designed it, "but on test locations kids loved it."

For more information, shriek at your local distributor or for referral it's Exidy, Inc., 390 Java Dr., Sunnyvale, CA 94089; 408/734-9410.

Konami GT™...

A Fast-Track Hit!



"It's the ultimate driving challenge," said **Ben Har-El, President of Konami, Inc.** "GT requires skill, quick reaction time and precise hand-eye coordination, much as a real race car driver would need to burn up the road. It's this realism enhanced by Konami-crisp graphics and the critical maneuvers demanded of the player that keep him glued to the wheel."

The player must overtake his opponents who man both cars and motorcycles and avoid collisions along a treacherous rain and ice-slicked course, through snow and around hairpin curves, before running out of gas. He can refuel at checkpoints and by picking up strategically placed gas tanks which also award bonus points.

GT is Konami's first dedicated entry into the marketplace and is housed in OMNI™, their brand new upright cabinet that can convert any horizontal or vertical monitor quickly and easily and that can position a monitor at a range of different angles. GT and OMNI are putting the operator in the driver's seat in the race for top location earnings!

New "Bingo" By SMS Mfg.

SMS MANUFACTURING CORP. has released its newest addition to their "DELUXE" product line.....
"BINGO".

Game play follows the same format as what is commonly called church bingo, except **SMS** has added a **"Double Up"** feature as well as an option for additional free spots on the play boards... This increases a player's win opportunities.

Players are offered four different BINGO cards to play at any one time. They can play up to eight points per card. Players can also exchange cards for new ones at any time before the start of a game. Players who find their "Lucky Cards" get an automatic replay which speeds up game play and keeps excitement high.

For more information contact your local distributor, or for a referral, call SMS Mfg. Corp., 1000 Airport Road, Lakewood, NJ 08701; (201) 370-3030.



Standard Change-Makers Adds Medeco Lock Option

Customers of Standard Change-Makers bill and coin changers now have the option of ordering **Medeco (R) High Security Key Locks** on their changers.

The **Medeco Lock** option was added recently at the request of several distributors and regular customers.

The **Medeco Locks** are UL-listed and have hardened steel inserts designed to resist all forms of physical attack.

A "patented double-locking action makes them virtually pickproof" and Medeco's key control system limits key distribution.

According to **John S. Dugan, Standard Change-Makers' national sales manager**, the **Medeco Locks** must be specifically requested when ordering changers.

For more information, call or write: Standard Change-Makers, Inc., 422 E. New York Street, Indianapolis, IN 46202. Tel. (317) 639-3423.

Or in Canada:

Standard Changemakers,

Robert A. Marentette
6006 Van Den Abeele
St. Laurent, Quebec
H4S 1R9
Tel: (514) 332-2196.

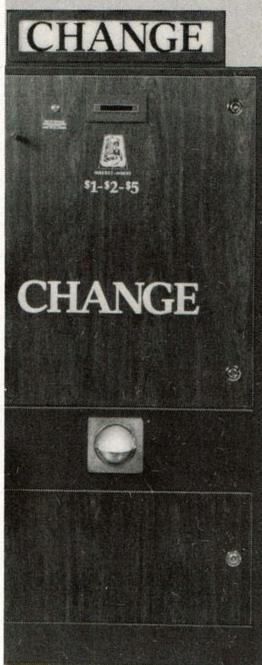
Kiddie Rides

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- Sell
- Trade

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309-788-0135

New Computer Controlled Changers by Standard Change Three Different Bills...\$1, \$2 and \$5



Standard Change-Makers' new 3-Bill Canadian Computer Changers are available in both floor console and wall-mount cabinetry. The floor console models can change 3 bills, (\$1, \$2 and \$5), plus 25¢ coins. They include 1 to 4 bulk-loading hoppers that each hold up to \$800 (3,200) quarters, \$750 (7,500) dimes or \$200 (4,000) nickels. The wall-mount model changes \$1, \$2 and \$5 bills. Both machines include bill stackers that automatically separate, face and stack up to 1,100 bills. Both are micro-processor controlled; they can add, subtract, totalize, accumulate, audit themselves and even self-diagnose any problems that might occur.

Model PS83152C floor console changes \$1 bills into 4 quarters, \$2 bills into 8 quarters, \$5 bills into 20 quarters and 25¢ coins into 2 dimes and 1 nickel. It includes 3 bulk-loading hoppers and holds 3,200 (\$800) quarters, 7,500 (\$750) dimes and 4,000 (\$200) nickels. It includes a bill stacker holding 1,100 bills of all three denominations and its heavy steel maximum security cabinet has 2 doors (bottom door opens to storage area) and 3 locks.



Model S62152C wall-mount changes \$1 bills into 4 quarters, \$2 bills into 8 quarters and \$5 bills into 20 quarters. It includes 2 bulk-loading hoppers that hold up to 6,400 (\$1,600) quarters. It, too, includes a bill stacker for all 3 denominations and a heavy steel maximum security wall-mount cabinet. An optional pedestal stand is also available.

For full information and prices on these and other Standard Change-Makers for Canadian bills and coins, write or call:

Standard
Change-Makers

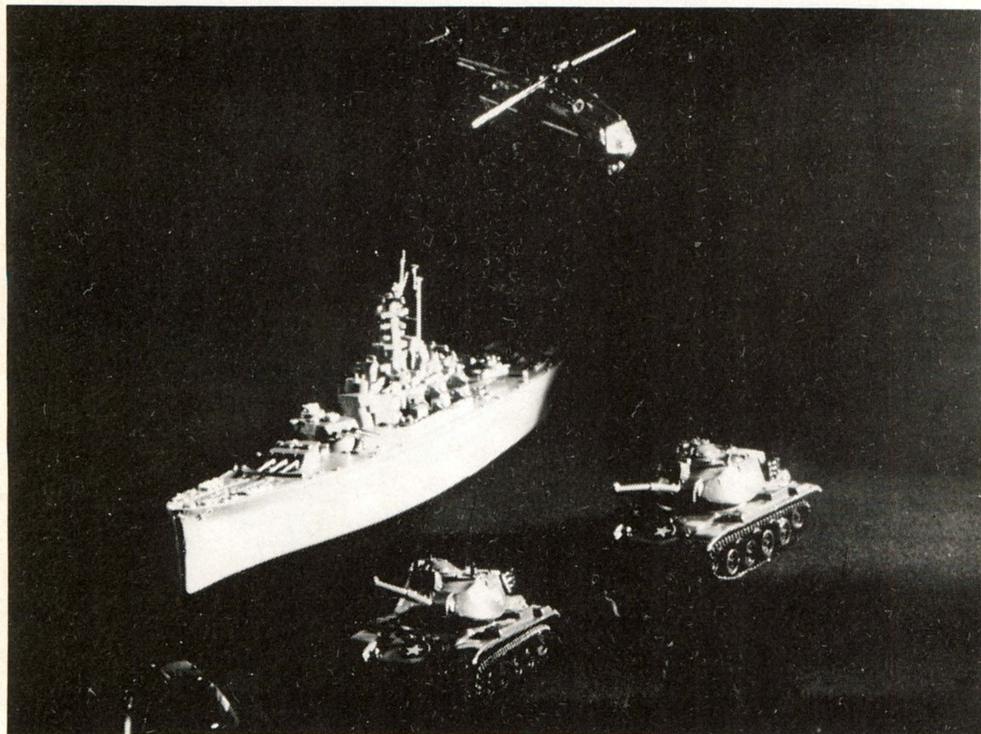
Montreal office: 6006 Van Den Abeele
St. Laurent, Que. H4S 1R9 • Tel. (514) 332-2196

Home office: 422 E. New York St., Indianapolis, IN 46202
Tel. (317) 639-3423. Telex STANCHANGE IND 276073

Distributor: Navend Industries, Toronto, Montreal and Vancouver

Taito America's New Kit

— A Winner On "Land, Sea And Air"!



"**Land, Sea, Air Squad**", is a high resolution, action-packed kit that engages the player in all-out combat on all fronts," says **Paul Moriarity**, President of Taito America. "For the first time, a single game requires skill and strategy of army, navy and air force squads."

When fighting breaks out on the battlefield, the player is armed with rifle and grenades. Tanks, gunboats and helicopters are available to help the all-terrain warrior battle his way to the enemy headquarters. Good, tactical use of these weapons and quick escape from them when hit will outsmart the defenders. Bonuses earn extra points and firepower to use in the final assault on the enemy command fortress.

Land, Sea, Air Squad is a deluxe kit that converts any vertical raster monitor and includes PC board, control panel overlay, monitor cover plexiglas, marquee, wiring harness, instructions, control stickers, drilling template, buttons, FCC cage and PCB mounting brackets.

Atari Games Introduces "Vend-A-Ticket" Option On Road Runner* ... Increases Player Appeal!

With the introduction of their next **System I game**, "**Road Runner**", Atari has introduced a new redemption feature. Called the **Vend-A-Ticket**, operator's can easily retrofit their Road Runner game with this option.

By adding this kit to their game, operators can offer redemption prizes to give players a tangible reward for their playing skills. This feature is the first to be offered for video games, where the skill element is actually incorporated into the game through the software.

By adding the **Vend-A-Ticket kit**, players will see a yellow "win" ticket which appears randomly on each level in the game. Skill is required to collect tickets, as each ticket will appear on the screen for only a few seconds. If the player reaches the picture of the ticket before it disappears, an actual ticket is dispensed.

Operators can adjust payout percentages by selecting options for maximum number of tickets per game, ranging from two tickets up to a maximum of 14 tickets per game. Statistics in the self-test mode show a total number of tickets dispensed to allow operators an easy calculation of the payout.

Atari has tested this feature and the results show increased player appeal of the game, as well as higher long-term interest in the game because of the extra strategies and rewards players receive from the ticket feature.

According to **Mary Fujihara**, Marketing Director for **Atari**, "We added this Vend-A-Ticket feature to our "Road

Runner" game because we are convinced there is tremendous potential for this type of feature on video games if it is done with the right amount of skill requirements. After seeing what has been happening with redemption equipment and talking to many operators, we decided to implement this feature to appeal to a wider range of players . . . not just very young or casual players."

"By making the tickets higher value than standard redemption tickets, and minimizing the total that a player can win per game, the frequent and high-skilled players will also find this feature very appealing", explains Fujihara. "Locations can offer special prizes for tickets such as two tickets for a free game token, or 35 tickets for a game t-shirt."

The **Vend-A-Ticket** kits are available through **Atari distributors** and are offered in two kit forms. The full kit includes a **Deltronics** ticket dispenser, mounting plate and template, interface PCB, display sign, decal and complete assembly hardware.

Operators that already have **Deltronics ticket dispenser units** can order the partial kit which includes everything but the dispenser.

Operators who are interested in giving special prizes for Road Runner can order various game promotion items such as Road Runner t-shirts or Road Runner figurines/pencil sharpeners through Atari Customer Service (408) 434-3950.

*Trademark of Warner Bros. used by Atari Games Corporation under license.

"All The World Loves A Lover"



American Productivity Corporation has a number of interesting machines: The Personality Mood Analyzer, the Test Your Memory machine and the Perfect Matchmaker.

The Personality Mood Analyzer is a high-tech information machine that provides a personality or mood analysis based on user selection of colours. It is attractive and strongly constructed.

High response computer processes input, then displays current personality or mood information analysis of the user based on the order in which four large, illuminated coloured buttons are pressed. It is ideal as a countertop or it can be used with optional matching steel pedestal. The information is displayed on a superior digital display strip window on the top of the machine face.

The Test Your Memory machine analyses memory retention level and displays the results with flashing computer lights. It plays upon the player's desire to beat the machine and the player has to repeat the sequence of colours flashed by the machine by pressing pads to activate lights in the same order. A delay of more than three seconds during play will terminate the player's score. The results

are indicated by lights flashing alongside readings, e.g. 12-29 Fair, 30-55 Good, 56-109 Excellent, 110-209 Genius, and 210 or over too good to be true!

The Perfect Matchmaker. The world public has a constant interest in matters of love and the relationships of people so this machine does not have to beg for attention. Players are told to "Select-a-Mate" and he selects the most desirable characteristics of his ideal mate from the selections provided, (e.g. healthy, good looking, intelligent, humorous, romantic, wealthy, and sexy). Having made the selection then comes the surprise. The player is asked to now select the least desirable characteristic — from the same qualities listed — and as they are all so very good it is very difficult to select.

A sophisticated computer then analyses and displays a description of the player's perfect mate.

It can be hilariously funny and I predict it will coin in the cash in any of hundreds of locations for which it would be suitable. The quality of the machine, like the others mentioned, is excellent.

Robert Currie said: "Wherever there are people, shopping malls, airports, drugstores, cafes and restaurants, pubs and clubs, it is suitable. On a site in Illinois it is currently taking \$210 a week on average."

**Contact: Robt Currie:
American Productivity
Springfield, Illinois
217-753-4528**

U.S. Pat. 4272001

THE TICKET DISPENSER — WITH EXPERIENCE

DELTRONIC LABS DL-1275 Ticket Dispenser is now available in kits — for quick and easy installation on existing video, pinball and novelty games.

For more than 7 years, top amusement manufacturers have relied on **DELTRONIC LABS** for quality ticket dispensers, backed by prompt and efficient service.

Now this time-tested dispenser is incorporated in kits for the same dependable performance on your present games.

You can renew player interest with tickets for awards and bonuses — and keep them playing again and again and again!

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CANADIAN COIN BOX MAGAZINE

37

Amusement Assoc. Shows To Bowling Proprietors



Joined by Mark Sherman (right) and Greg Rice (center) of Atari, Jerry Momoda of **Sega Enterprises** points to the game which he feels is the top in the industry, as all three men

show their games under the AAMA banner to a receptive audience at the recent Bowling Proprietors' Trade Show in Reno, Nevada.

**Amusement &
Music Operators
Expo '86
Nov. 6 - 8
Hyatt Regency,
Chicago**

A total of eight AAMA member firms gathered under dual AAMA banners at the recent BPAA trade show in Reno, Nevada. Member companies sharing the AAMA six-booth area were:

- Atari Games, • Data East, • Konami, • Loewen-America, • Nintendo of America, • Sega Enterprises, • Taito America, • Williams Electronics.

Two member firms; **Bally and Grayhound** were unable to change their plans in order to integrate into the AAMA booth itself but were able to locate their exhibits immediately adjacent to AAMA's area.

Merit Industries' booth was not far away. A total of about 1500 individuals representing bowling establishments attended the show. If anything surprised on-site AAMA members it was that a considerable number of proprietors reported owning their own amusement machines. As a result, AAMA members felt a lot closer at the actual purchase decision. The consensus of those present was that this show was a good place for the amusement machine industry to "blow its horn".

Two New Coin Comparitors

Coin Mechanisms, Inc., announced the addition of **two new Coin Comparitors®**, expanded representation in Europe and accelerated production of its product line.

At the International Gaming Business Exposition the main focus will be on the **CC-40 Coin Comparitor**. This advanced system utilizes **Coin Mechanisms'** Patented Sensor Coil design, together with secondary optical sensing allowing for state-of-the-art electronic coin handling and validation.

Coin Mech will also introduce their new "**Wide Body**" **Coin Comparitor**. This allows the gaming industry the opportunity to utilize Coin Mechanisms technology in machines designed for coinages larger than 40 mm. For example, the \$5.00 and \$25.00 token being used by the Las Vegas Hilton, Caesars Palace, Caesars Tahoe, and Sands, to name a few.

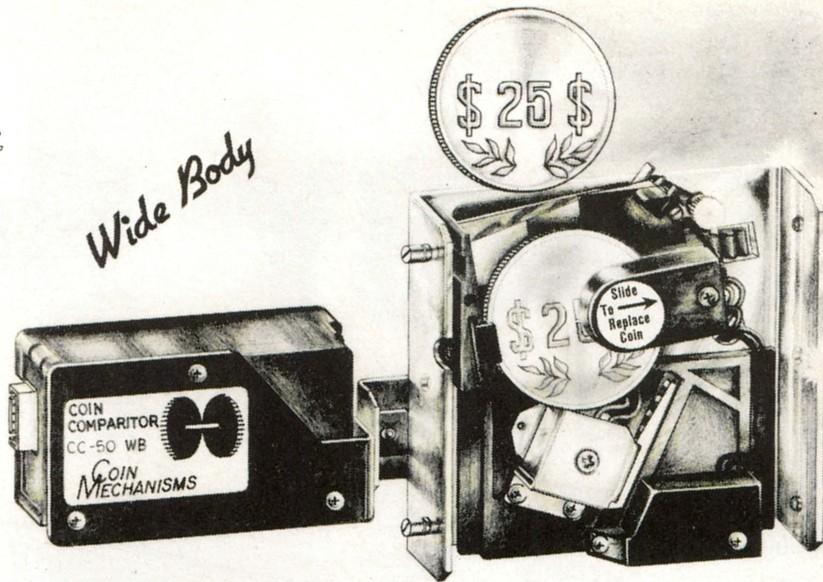
Ron Rollins, General Manager, also announced a new affiliation with **Eurocoin in England**, Mr. Rollins said, "Previously our International network consisted of agents in Australia (Scandic International) and Spain (ECM). Our association with Eurocoin gives us excellent distribution and service throughout Europe and Turkey. It fits perfectly into our expansion program."

Mr. Rollins recently visited Eurocoin's headquarters and provided demonstrations of Coin Mech's Coin Comparitor at several exhibitions in England and Germany. He added, "I was pleased with the reception and interest. Our efforts will continue toward maintaining a contemporary product and professional representation throughout the world."

The Elmhurst, Illinois based company manufactures a complete program of equipment and services designed for machines in the gaming and amusement industries.

For further information, contact

- **Jean Marc Laniel**
LANIEL CANADA
7101 Transcanada Highway
St. Laurent, Quebec H4T 1A2



American Amusement Assoc. Develop 86/87 Plan



AAMA's officers led by President Maury Ferchen met at Bally Corporation last month to develop a new 1986/87 plan for the association. The resulting draft plan addresses a wide range of industry and association issues and will be reviewed by the board of directors at its September 12 meeting in Denver, Colorado.

The board meeting is open to all AAMA members and a thorough discussion of the new plan will highlight the meeting. Pictured above, seated from left to right, AAMA treasurer **Frank Ballouz** (**Nintendo**), Director of Industry Affairs and Enforcement, **Bob Fay** (**AAMA**), Vice President **Ben Harel** (**Konami**), Secretary **Joe Dillon** (**Williams**), and standing (l) Executive Vice President **David Weaver** (**AAMA**), and President **Maury Ferchen** (**Bally**).



BABY BOOM CHALLENGE®

Status Game Corporation expands their Status System library with the introduction of "Baby Boom Challenge".

Baby Boom actually enrolls the player into Baby Boom University (BBU). At this point the players must work their way through the challenge maze by successfully answering questions, correcting spelling, defining words and much more. Included in the maze are thousands of humorous surprise squares which may add or take away points or may move the player either forward or backwards within the maze. If you make it completely through the maze you will then advance to the next level (Sophomore). In order to graduate from each level you must also have maintained a grade average of 80 or better.

Baby Boom has thousands of puzzles and includes a feature where the players can add additional coins to continue where they have left off if time runs out. All of these features plus the best graphics yet to be released in a Status Game have combined to make Baby Boom Challenge an absolute must for both street and arcade locations.

As always, **Baby Boom Challenge** is available as a countertop, upright, cocktail, universal kit (horiz. or vert.) and update for the Status System. Included in the update is a graphic that transforms your countertop game into Baby Boom University.

All graduates are entitled to a diploma from Baby Boom University which are available from both the Company and their distributors. Baby Boom University T-Shirts are also available.

For more information and distributor referral call Status Game Corporation, 56 Budney Road, Newington, CT. 06111, (203) 666-1960 or (800) 835-7434.



BABY · BOOM · UNIVERSITY

*The Trustees of Baby Boom University, by virtue of the authority vested in them, and the recommendation of the faculty,
have conferred on*

MARION WALKER

*Master Degree Holder
of Baby Boom Challenge™*



*I. M. Yuppie
Dean of Status*

Nevada

Continued from page 30

firms have already shown they are very capable of reacting to the realities of the American system of business.

A helpful boost towards Nevada was also given to foreign corporations by the 1985 Nevada Legislature when it approved a redefinition of corporations to include any legal entity created under the laws of another country dealing in securities that are

registered and sold through the stock markets of those countries. This means they can be licensed in the same fashion as companies such as Caesars, Hilton, Harrah's and so forth.

Globe-trotting jetsetters are a familiar sight in Las Vegas as they visit the Strip looking for fun. But now some of these wealthy tycoons come to Las Vegas with business firmly on their minds.

And this is not surprising for the revenue from gaming tables has slumped in recent months while there has been a large jump in machine revenue, from \$154.8 million to \$168.5 million in October 1985. It is also not surprising that casino planners are taking out table games and replacing them with many new electronic games. These can be introduced and tested in Nevada with relative ease, in comparison with the more complex requirements of New Jersey.

Reprint "COIN SLOT"

IGT "S Slot Series" Has Immediate Popularity



International Game Technology, the world leader in gaming technology, has installed 1,000 new S Slot reel-type slot machines in Nevada casinos in less than two months.

Utilizing IGT's latest technology, the machines in the S Slot Series are designed to be flexible so games can be changed in a matter of minutes to accommodate shifting patterns in player appeal.

"These slots were designed to provide players with a wide variety of traditional and new games," Bob Bittman, Director of Marketing, said, "and we're committed to innovating new S Slot games so the machine's popularity remains high."

We need and will buy for cash
Electro-Sport Quarter Horses.

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CRANES FROM BELGIUM
(UPRIGHT) ONE PLAYER,
TWO PLAYERS, THREE PLAYERS
HI LO DOUBLE UP POKERS
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ELECTRONIC SLOT MACHINE,
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SIX CARD ELECTRONIC
BINGOS
NEW CITYS
OLD BRUSSELS
NEW ORLEANS
SUPER CONTINENTALS
DAYTONA
LOUISIANAS
MISS AMERICANA
ELECTRONICS
SIX CARD BINGOS
BALLY BALI
BALLY BLUE CHIPS
BALLY WALL STREETS
BALLY HIGH FLYERS
BALLY NASHVILLE
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Toronto Coin - Hosts The Biggest Ever Picnic For Employees and Friends

After a lapse last year, the **Toronto Coin Machine Exchange** again held its Annual Picnic on June 21st last. And, it was bigger and better than ever; some fifty people, from toddlers to their grandparents were guests for the day of Toronto Coin's President, **Elliot Mintz and his charming, beautiful wife, Cheryl.**

Usually the event hosts around thirty people directly connected with the company and it is considered a "jolly" by the firm in appreciation of the loyalty and dedication over the past year, since the last picnic. Commenced several years ago by the late **Sol Mintz**, Elliot's father and son of the firm's founder, the Picnic was something to which employees and their families looked forward with great pleasure. However, it was not held last summer as a sign of respect for the longtime head of the firm and **Russel Verge**, an eighteen year employee, whose demise also occurred during that year prior to summer.

In addition to company employees and their families, this year's biggest Picnic was also attended by a number of friendly competitors such as **Tony Crowe**, his daughter and son **Jerry**, the latter being one of the principals of **Centennial Coin of Toronto**. Additionally, a number of neighbours and grandchildren swelled attendance by over a third.

As is the custom, this was very much a casual, fun affair. Everyone present got a Toronto Coin T-shirt and many of these were worn during the day which began at 9:00 A.M. and went on to the early hours of the following day. People were left to do as they wanted. There was a playground for the children; soccer, baseball, swimming and a number of other activities for people to join or use as they wished. Organized by Mr. Mintz, his wife and company employees, it made a delightful day and evening.

Elliot and Cheryl Mintz



There was plenty of delicious food, steaks, hamburgers, hot dogs, etc., etc., and a large variety of drinks, and just a lot of pleasant socializing. The Picnic was held at the Holiday Inn Gardens in the East end of Toronto and the day provided perfect, warm sunny weather, a rather rare combination this summer. In all a most pleasant and much appreciated day to remember.

Apart from that, **Mr. Mintz's firm** has had a good 1986 thus far and Elliot sees every likelihood of that state of affairs continuing. The operating side of Toronto Coin is reported to be much better than it was for the first half of 1985 and the selling part of the business is also better than it was, though apparently operators are still very cautious in their buying, now taking on two or three games whereas it used to be ten of a kind.



Cheryl and Rose Mintz



Tony Crowe and Rose Mintz



Gerry Schindler, Ray Melanson
and Frank Stegnar



Gerry Schindler and Pearce Cashin

Amusement & Music Operators Expo '86 Nov. 6 - 8 Hyatt Regency, Chicago

**Marcio
Bonilla
Receives
U.S.
Citizenship**



Arachnid, Inc. was proud to be part of and congratulates **Marcio Bonilla**, Vice President of Sales, on his United States citizenship. Bonilla, a native Costa Rican, became a citizen on July 10, 1986.

Mr. Bonilla came to the United States in 1964. He got his start in the coin-op business after winning the table soccer world championships in 1972 and 1973. He worked with tournament soccer promoting and selling foosball games for nine years. During those nine years he traveled through virtually every state in the U.S. working with distributors and operators.

Marcio became part of the "A" team at Arachnid in 1981. Since 1981 Marcio has played a key role in the success of English Mark Darts that thousands of operators enjoy today.

Marcio has not just limited his active life-style and enthusiasm for life just to the coin operated business. He devotes much of his time outside the business to activities such as coaching youth soccer league programs.

Leagues For Pub Time Darts

Doing Well In Manitoba

Darts...Now Legal In Liquor Establishments

Pub Time of Canada is pleased to announce the appointment of **Heather Johnson** as their National Director of Promotions and Special Events. **Pub Time** is the exclusive distributor of **Pub Time Electronic Dart Machines**. Heather's main functions in her new capacity will be to promote the sport and educate the dart players. She will also be responsible for setting-up and co-ordinating all the leagues and tournaments.

Heather brings to her new position excellent organizational skills through her years as an Industrial Engineering Analyst at Boeing of Canada, and her experience in personnel with the Federal Government is a definite asset in dealing effectively with the public. Heather has also participated in steel-tip dart leagues in Manitoba, which round out her talents to handle the new challenge ahead.

People are finding **Pub Time Darts** easy to play. Steel-tip players are making the transition from the heavier steel-tip dart to the lighter weight soft-tip dart.

The **automatic scoring** makes the game so much more fun to play. Novice players are excited because the game is so easy to learn. The player-base is much larger than originally anticipated due to the enormous popularity of steel-tip darts in Canada.

The Manitoba Liquor Commission had placed very strict regulations with regards to darts in licensed beverage areas. Until now, the only places one could play darts was either at the legions or at the Canadian Forces bases, both private clubs.

Now, with the introduction of **Pub Time Darts** into local beverage rooms and lounges, that problem has been eliminated, and due to the safety of the soft-tip on the end

of the electronic dart, the Manitoba Liquor Commission's regulations have been relaxed considerably.

At the recent **\$10,000 Minnesota State Tournament**, Heather attended as a guest of Pub Time. While there, she learned first-hand how the major tournaments are run. There were approximately 400 participants at the tournament.

When asked about the calibre of players, Heather said, "There's no question that Canadian players can compete on the same level as the Americans. Qualifying tournaments were held in local bars, with the winners competing at the State tournament in Minneapolis. The same format will be used in Canada next Spring."

Excitement is building now though, with league play starting in September. To kick it off, several tournaments are being held in Winnipeg and the surrounding rural area. Support has been strong in southern Manitoba as well as the communities north of Winnipeg. Heather will be given a training course on league start-up and management later this month when she travels to Mankato, Minnesota.

Learning the computer program will constitute a major part of the training. This will enable league standings as well as individual player rankings to be posted each week throughout the league season.

Information regarding leagues and tournaments can be obtained by contacting the **Pub Time** offices at:

30 - 1865 Sargent Avenue,
Winnipeg, Manitoba R3H 0E4
(204) 783-2848



Overview of the State Tournament in Minneapolis, Minnesota



L-R: Rick Brinkman, Rollie Beach, Heather Johnson, John Haugland and Lane Helgason

Hot New

"Sex" Phraze Craze From Merit

Merit Industries has just released a super new **Sex Phraze module** as an add-on to its highly successful current smash "**Phraze Craze**".

Risque, sassy and always fun (but never offensive), the game is now loaded with phrase topics such as sex phrases, street slang, sex humor, love and marriage, sex technique, sex products, kinky sex and much more. The new category includes XXX rated phrases (operator selectable by dipswitch) that would even give Dr. Ruth a laugh!

The chips are compatible with both horizontal and vertical versions of **Phraze Craze**, and **Merit** includes with the **Sex Phraze module**, at no additional cost, a program revision that displays special new attract mode screens to draw players into the fun, as well as giving players a choice for each game of either Regular or Sex phrases, and a separate "Sex Crazies" high score list.



Location tests have shown solid acceptance of the Sex Phraze module and dramatic increases in the cash box. The hot new modules are shipping and in stock at Merit's Distributors.

For further information contact:

Merit Industries, P.O. Box 5004,
2525 State Road, Bensalem, PA 19020;
215-639-4700.

Pressures Up Prices -

Continued from page 18

Larger Commissions & Up Front Money Urged

Operators are also being pushed by equipment makers and sellers and the U.S. Trade Press to get tough with locations and demand higher commission cuts for themselves, 60% or even 70% for themselves. They are also being advised to get front money and minimum weekly amounts per machine before the 60/40 or 70/30 cut takes affect. Service call charges to locations are another suggestion.

Of course, these ideas to get more money out of locations have also been put forth in Canada with commission rates, some operators have said that they have been able to get 60% -

40% deals. But, this has only been in the case of a few locations and is by no means a common occurrence. As for front money, service money, guaranteed income per machine or location, prior to reckoning the split...these are preferable, but not always the case....depending on the location.

We have discussed these matters with a lot of distributors and operators and there's no doubt but that little change from the present is likely here in the foreseeable future. For one thing, costs are very much higher in Canada than they are in the U.S. and that means that doing business here is much more expensive than it is in the U.S. That's something that's all too often ignored South of the Border, and it's something which is very much in the minds of Canadian Operators and Distributors and something which they cannot ignore. When you have to pay more for Juke Boxes, Videos, Pins and Amusements of all types as well as kits and spare parts, plus much higher costs for vehicles, fuel, etc. etc., an operator cannot do business as American operators can. There is great fear here that this is not understood South of the Border.

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Phone 416-674-8000**

**Atari's
"Win The Winner" Contest
New Super Sprint™**

SUPER SPRINT™

Recently, **Atari Games** sponsored an operator contest giving away their new **SUPER SPRINT game** in a drawing. To enter, operators simply had to submit the name of the game on an entry form along with their business card. The drawing was held on April 30, 1986 and the proud winner was Jeff Carswell of C & C Electronic Games in Gatesville, Texas.

Averaging \$400, weekly

Jeff has been in the amusement business for the past seven years and his route includes some impressive contracts such as the 7-11 stores in his area. When he received his **Super Sprint game** from one of Atari's distributors, Jeff placed the game in one of his 7-11 stores. "In the first five days, Super Sprint collected \$341 which is the highest earnings I've ever seen. Since then, it has been averaging about \$400 per week for the last five weeks."

Jeff operates a full line of amusement equipment and currently has mostly street locations. His business is concentrated within a 100-mile radius of Gatesville which is about a two hour drive from Dallas. When **Atari's Mary Fujihara** contacted Jeff to notify him about the drawing, Jeff's reply was "You must be pulling my leg... I've never won anything in my life."

Commenting on how much he likes this business, Jeff claims that much of his success is attributed to running his route like any good business. "Basically, if you take care of your account by providing good service and rotating equipment frequently, there's very stable profit for the operator. I invest in a variety of equipment, including **Atari** and **Nintendo** systems, dedicated games, kits and pinballs.

Atari received hundreds of **Super Sprint** drawing entries from operators all over the U.S. and Canada. "We held this drawing to build awareness of Super Sprint and to get a lot of operators thinking about it", commented **Atari's** marketing director, **Mary Fujihara**. "The results were even better than expected because the winning operator, Jeff Carswell, was hesitant about buying **Super Sprints** for his route because of the size and investment. Since he won the one Super



Sprint, it's convinced him to buy other units because of the record-breaking

collections he's seen from the 7-11 store."

Weatherhead

Continued from page 24



Vancouver and B.C.? Has Expo '86 helped the Music, Games and Amusements in them?

Answer:

I guess the answer to that is yes and no to correspond to the order of the questions. I'm certain that Expo '86 has in fact hurt other locations in Vancouver and its suburbs. Hotel, restaurant and bar business is quite badly off - sucked away

from the city and suburbs by Expo. You have to realize that there are some 70 restaurants and nite spots at Expo. The whole thing is a big attraction for people and they are coming into it to eat and drink rather than going to their usual eating and drinking places. That has of course, resulted in drop offs in play on the Juke Boxes, Games and Amusements within them.

On the other hand, Expo '86 does seem to have brought increased business to several communities in the Province outside Vancouver. It has attracted a lot of out-of-province visitors from the States and particularly from Alberta by the license plates one can see. Along the Trans Canada Highway and other routes into B.C. to Vancouver from the East, towns have reported good increased tourist business. This has been quite apparent in places such as Kamloops and the Okanagan Valley cities of Vernon, Kelowna and Penticton, and along the Fraser River Valley. From these greater numbers of tourists, Music, Games and Amusement operators have reported considerably improved business and revenues than they would otherwise have obtained.

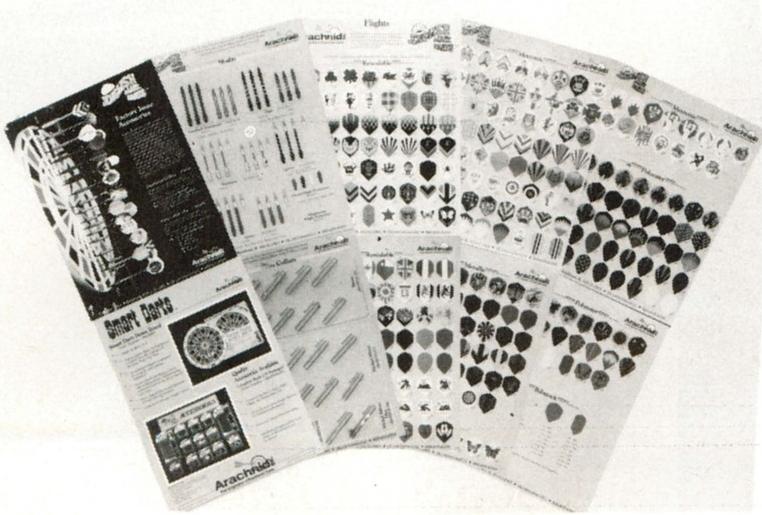
Question:

You're quite happy with Expo then - it's good for you?

Answer:

Yes it is, and for numbers of other operators too and I only hope their good summer will soon be reflected in equipment sales.

Arachnid "A" Team Offers Accessories



"**Arachnid, Inc.** is happy to inform Operators about our new **English Mark Darts** full color accessory sheets now available. These sheets illustrate a wide variety of products such as dart collars and shafts, 100's flight designs, and the new point of purchase display rack with blister packed products. These sheets are up to date with all of **Arachnid's** new part numbers and contain photos of many products never before offered by Arachnid. One addition is the new 2ba/2ba collars, 24 in all!"

Additional sheets will be available in the series featuring other new items such as sportswear, and novelty items authorized by English Mark Darts and Arachnid, Inc.

The individual sheet format will allow new sheets to be added as new products become available, and assure that part numbers remain up-to-date. Borchures can be obtained by writing or calling Arachnid, P.O. Box 2901, Rockford, IL, 61132-2901, (IL) 815-654-0212, 800-435-8319.

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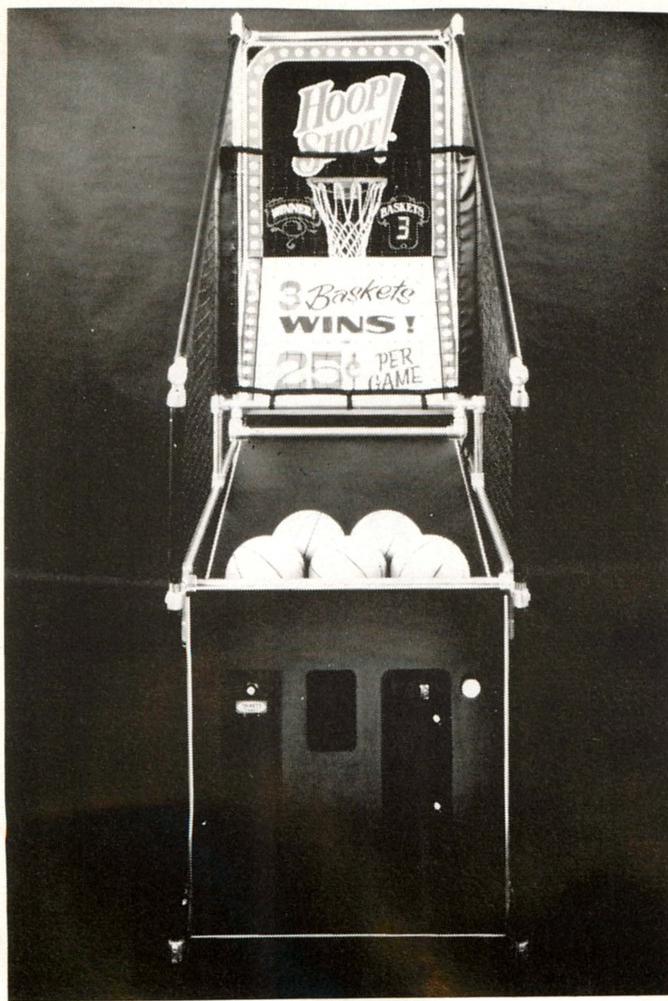
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- COIN OPERATED
- TICKET DISPENSING
- SOUND & LIGHT EFFECTS



Hoop Shot And Pro Pitch From Doyle Assoc.

New from Doyle & Associates, Inc. are two spectacular action packed coin operated **Sports Games Hoop Shot!** and **Pro Pitch!** Both games feature exciting sound and light effects, brilliant graphics, and play with crystal clear music the tunes "Take me out to the Ballgame" and "Sweet Georgia Brown".

Games have Free Play buttons

which may be switched on, or off, at the operators option. Ticket Dispensing is optional when a game is purchased. Game time, win scores, bonus option, number of tickets per win, number of coins required, and idle game music timing are easily changed with dip switch settings by the operator.

Hoop Shot! & Pro Pitch! are tops in the big league for high revenue

producing arcade and entertainment games. Both are a must for the serious operator at Sports Centers, Arcades, and Entertainment Complexes. To receive your Free Color Catalog please call 813-351-2835, or write to P.O. Drawer 49467, Sarasota, FL 33578-6467 for immediate response. How many "Baskets" or "Strikes" can you make before time runs out?

Bally MIDWAY



Bally's Rampage A Smash Hit!

The smash hit of the season, **Rampage**, was available in mid-August at **Bally Midway** distributors nationwide.

"In a year of excellent games, **Rampage** is breaking earnings records in test locations coast to coast," stated **Steve Blattspieler**, Bally Midway Vice President of Sales. "It looks like most operators will recover their investment faster than on any dedicated video game in recent memory."

A three play game, **Rampage** permits each participant to "be" one of the rampaging monsters: "Lizzie" the gigantic lizard, "Ralph" the huge werewolf, or "George" the giant gorilla. The distinct personality of each of the three characters adds to the allure of the game.

Uncomplicated controls permit players to concentrate on the unrelenting action on the screen. An eight-way joystick, a button for "jump" and another for "punch" permit players to climb and destroy buildings, find and eat a variety of food items, avoid various hazards and even fight each other if they like (and most do!).



Uniquely, the players control the largest, most aggressive images on the screen. They can remain constantly on the attack as they move through eighty-five North American cities and see 768 different screens.

Bally Midway's "Join the Action" continuous buy-in feature is put to full use. "**Rampage** causes players to want to keep going," noted Blattspieler. "They want to see what comes next or they want to keep up with better players. Either way, they keep loading up the coin slot!"

"**Rampage** was designed by Americans and built by Americans with American players and operators in mind," Blattspieler added. "It was developed entirely in our suburban Chicago plant."

Early earnings reports suggest that **Rampage** may be the next entry in **Bally Midway's Hall of Fame**, taking its place next to the likes of **Space Invaders**, **Pac-Man** and **Spy Hunter** as a trend setting giant money maker for the coin-op industry.

Pinball Expo '86 To Be Held Nov. 21 - 23

Flipper game enthusiasts from across the country are already making plans to attend **PINBALL EXPO '86**, with a lineup of activities including a tour of the **Williams Electronics plant**, a huge exhibit hall and informative seminars presented by noted pinball authorities.

Following the success of last year's Expo, **PINBALL EXPO '86** will be held November 21 through 23 at the Holiday Inn O'Hare/Kennedy in Rosemont, Illinois. The show will feature more than 100 old and new pins for sale or trade, plus hard-to-find pinball parts and literature. One lucky showgoer will take home the grand prize of a brand-new pingame in the Expo pinball tournament, and another new pinball will also be awarded in a drawing.

Expo Chairman, Robert Berk, said the highlight of the show will be a banquet featuring a special surprize guest. "We have a tremendous schedule of events planned, with something for everyone who enjoys pinball."

Showgoers will be able to tour the **Williams Electronics** facility and see the assembly line in operation during production. They'll also meet the game designers at the Williams plant.

A number of informative seminars will be presented at **PINBALL EXPO '86**, including a panel of pinball designers representing all of the major U.S. manufacturers. Artists David Christensen ("Fireball", "Wizard", "Captain Fantastic") and Paul Faris ("Space Invaders Pinball", "Andromeda", "Grand Lizard") will also appear.

Back by popular demand after last year's show, **Alvin Gottlieb** of **D. Gottlieb & Co.** will address the Expo, as will **Roger Sharpe**, author of **Pinball!** Other speakers will discuss solid state mechanics, pre-flipper pinball games, bingo-style pins and other topics.

According to Berk, the exhibit hall of **PINBALL EXPO '86** will be twice as large as last year's hall in order to accommodate additional exhibitors.

Bally, **Game Plan**, **Premier**, **Williams** and other manufacturers are expected to be represented, along with many dealers and collectors. Pinball parts and supply companies will also be on hand.

Berk said exhibit space is still available, and information can be obtained from Exhibits Chairman Mike Pacak at (216) 758-0565 (inside Ohio)

Special room rates for Expo attendees have been arranged with the Holiday Inn, which can be contacted directly at (312) 671-6350. Discount airline fares and car rental rates are also available to showgoers.

Berk said he expects a large turnout at the Expo. "We've got a great lineup of attractions booked for **PINBALL EXPO '86**, plus a few surprizes still in the works."

For further information about **PINBALL EXPO '86**, contact Berk at (216) 921-7537.

Question:

What's going to happen in the industry in the time ahead?

Answer:

I think it's stabilized and will stay right about where it is now, or a bit better. Manufacturers seem to have learned a few lessons they needed to learn when videos were booming. Provided things don't go silly again, I think this will continue to be a good business as long as operators look after their routes and do a good job.

Success in this industry means hard work and spending time with location owners...but to do well at it that's always been necessary. The 1979-83 boom wasn't real, just something which happens, maybe once in a lifetime.

Question:

You're quite happy at the prospects are you?

Answer:

Yes, sure, if you do your part this business will give you a good and enjoyable living...and it's a good and interesting living!

MGM Amusements

Continued from page 16

Question:

What's good in videos now?

Answer:

Sente's "Give me a Break", "Birdy King." In pins, William's "High Speed" is good...Bally's "8-Ball Deluxe" was and still is a great pin.

Question:

Have things improved over the last months of 1985 and in the first part of this year?

Answer:

Oh yes, play is up, after all I've bought a lot of new games already this year, and this summer is excellent — lots of tourists from the U.S. here — and lots of constant activity.

Nevada Megabucks Casinos Have A New Game "Mega Match"

A novel promotion for **Megabucks**, the super progressive slot jackpot which is currently over \$2.5 million, will be launched at selected casinos throughout Nevada July 18.

Called "**Mega Match**," the free game allows visitors a play on a special slot machine which pays scratch-off tickets instead of cash. Participants in the promotion can win free cash and special casino bonuses. Designed to liberally distribute prizes, there are several top awards of \$1,000.

The promotion will operate daily from 10 a.m. to midnight. "Mega Match" promotional machines are located on designated Megabucks slot carousels in several Las Vegas, Lake Tahoe, Reno-Sparks and Laughlin casinos.

To participate, casino visitors redeem their "Mega Match" coupon with the attendant at the Megabucks slot carousel having a "Mega Match" machine. Coupons to play the game are included in a Megabucks brochure that has been widely distributed throughout the state. They're available in participating hotels, motels, visitor centers, welcome booths and car rental agencies.

After redeeming their coupons, players get a free pull on the "Mega Match" machine and the number of tickets they win is determined by the payline. Everyone earns at least one ticket, and they can win as many as 10. The award is hidden by a scratch-off area on the ticket. Prizes have been randomly distributed throughout the game tickets.

If a player isn't an instant winner of \$1 cash or a casino surprise gift, their tickets will feature letters needed to spell "M-E-G-A-B-U-C-K-S." Once all nine letters to spell

ATARI GAMES REPORTS FISCAL 1986 PROFITS

Atari Games Corporation, a leading designer and manufacturer of coin-operated video games, reported revenues of \$42 million and pre-tax profits of \$3.65 million for the year ending March 31, 1986.

The pre-tax profits of \$3.65 million were principally due to the successful line-up of games for the amusement game industry. Atari's most popular game, **Gauntlet**, sold in quantities that have not been seen since the peak period of the video game era of 1981-1982. Consumer interest in video games waned after 1982, due to the saturation of product and an inundation of less than mediocre product. In addition, distributors and operators were left with huge debts, cash flow problems and the resulting inability to finance new game purchases.

According to Atari Games' President, Hide Nakajima, the company is projecting higher pre-tax profits for the fiscal year ending March 31, 1987.

Atari Games Corporation is a private, closely held corporation that does not publicly release complete financial statements.

Megabucks have been collected, they can be redeemed for \$1,000 cash.

"Mega Match" is simple to play and it's free. Participants must be at least 21-years-old and they can only play the game once a day in any participating casino, but they can visit as many Megabucks properties a day as they wish.

Introduced to Nevada's slot players in early March, Megabucks is the statewide progressive jackpot system that has over 210 \$1 slot machines in 18 casinos. Every machine is linked together to form the huge Megabucks network, allowing the progressive jackpot amount to grow very rapidly.



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WITH CONVERSION PANELS COMPUVEND CLAIMS TO BRING YOUR 'OLD HEART RATE' BACK TO LIFE

COMPUVEND, the manufacturer of the New Generation vending system in Sun Valley, California has announced their latest design entry with the introduction of their conversion panels which are tailored to fit over the electronic boards originally made by other manufacturers, thus enabling the operator to update their system without incurring the expense of purchasing an entire unit.

These conversion panels will fit over units manufactured by **Tech-Vend**, **Rockwell**, and several other Heart Rate machines. Once this panel has been installed (installation is problem free, and takes only a few minutes) the old Heart Rate becomes compatible with any of the six New Generation units now manufactured by Compuvend.

"This is particularly cost effective if an operator wants to double their income," says **Compuvend's President, Simon Grill**.

"Simply install the conversion panel over your **old Heart Rate**, and not only does the **Heart Rate** have an updated look, it will now become compatible with our **Stress machine**. This compatibility is vital to the operator because we know through our own extensive field testing that income in



Intros "Knockdown"

KNOCKDOWN is a coin-op midway-type game from the makers of **BOOM BALL**. Two-station arcade package comes with automatic ticket dispensers and 115V plug-in portable air compressor.

Players shoot balls at a target of nine cat-rack dolls trying to knock over as many as possible. Players win tickets accordingly. Dolls reset automatically at end of game.

Operator features include adjustable number of shots, coinage and ticket levels.

For more information, contact your local distributor or call Maltec, Inc., 1550 B Las Plumas Ave., San Jose, Ca. 95133 (408) 923-1302.



the Heart Rate machine itself is doubled when it is placed next to our Stress machine," insisted **Mr. Grill**.

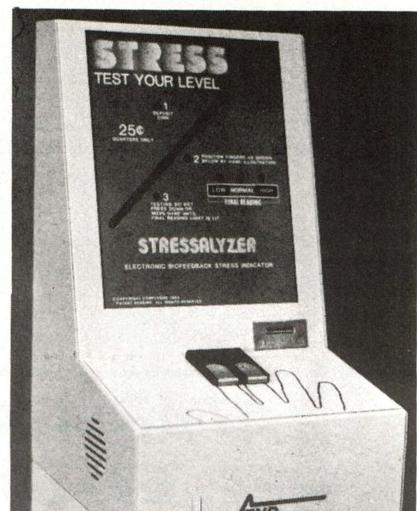
"Then, of course, there is the income from the Stress machine itself," continued Grill. "When that income is added to your updated Heart Rate machine, collections are doubled, and even quadrupled - an unbeatable deal for today's operator."

Grill points to operators who were cautious at first, but who are now reordering enthusiastically as proof of the success of the conversion boards as well as the compatibility with any of the New Generation's six units.

"Any smart operator will tell you that the goal in the vending business is to **maximize profits and minimize expenses**," says Grill. "We know that we are the frontrunners in innovation and design in the vending business, but more importantly, we know for sure that our products - such as the conversion board - help the operator by increasing those profits almost overnight. In the business of vending, what more could you ask for?"

Compuvend Intros

'The New Generation'



Bally Sente Serves Up Another Winner For The SAC I System



Cleveland Coin Opens Michigan Facilities

Cleveland Coin, a major distribution force in the Midwest, United States is responding to the sales and service vacuum in Northern Michigan by opening a facility in Livonia at 37703 Schoolcraft. Cleveland Coin's **Ron Gold** believes that this facility is a model of the distributorship of the future. The 6,000 square foot facility is taken up mostly by a fully stocked parts department, shop facilities, and warehouse space.

The company's operational philosophy is summed up by **V.P. Herman Fox**: "We view our salesmen as information brokers. With the proliferation of conversation kits, Japanese software companies, and systems games, the operator needs information more than ever before."

"I picture the Livonia facility primarily as a service and parts center. It is these two factors which makes or breaks a distributor, and we intend on offering the best possible."

The new address is Cleveland Coin, 37703 Schoolcraft Road, Livonia, MI 48151.

A complete line of coin operated games and vending equipment is available, with complete back of parts and supplies.

Just in time for summer, comes **SPIKER™**, Bally Sente Inc.'s interpretation of volleyball "on the shore". This video game captures the vitality of beach life through highly accurate, humorous screen graphics and background music that would make Annette Funicello weep with nostalgia and Frankie Avalon break into song! The Sunnyvale, California R&D subsidiary of **Bally Manufacturing** announces immediate availability of this newest game conversion kit for its **Sente Arcade Computer (SAC I)** game system.

Game and Software Designer Rich Adam, who was project manager for **SPIKER™** explained game play. "This is a one- or two-player video game played by rolling the trackball in the desired direction of serving. To hit the ball, the player maneuvers his character underneath the ball. The resulting ball trajectory is automatically provided by the program. There are jump/spike buttons on the control panel which, when depressed, allow the screen character to ground the ball on the opposite side of the net. Points are awarded in accordance with rules set for the standard court game, with one exception — one does not have to be server to score. The game is over when a player reaches either 11 or 15 points — based on an option switch setting.

Like other Bally Sente games, **SPIKER™** has graphics with a high level of realism. The screen setting features a striated blue sky as the background for a sanded play area. Beach paraphernalia like umbrellas, picnic baskets and surfboards divide the screen horizontally and the volleyball net divides the screen vertically. The sun-tanned players are definitely not "90-lb. beach weaklings" and when active in game play, these characters cheer for themselves, look depressed at a missed volley, and even stomp their feet in fits of tantrums.

"With this release, the Sente Library grows to a total of 22 games," explained **Bob Lundquist, Bally Sente's President**. "Because our library is so diverse and still growing, our SAC I package is even more of a value. And, our frequent manufacturer's specials and reputation for service also help generate sales." The Bally Sente line is available at a nationwide network of distributors. Call the Sales Office at 312-451-9200 for information.

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Howison

Continued from page 11

two pool tables as well as foosball, two in one Arcade and Air Hockey. Kids seem to want more than what videos give - I think they're tired of getting about 1-1/2 minutes play for 25 cents. I think that's one of the things they like about Pool where for 50 cents they can play for ten minutes. That's five minutes each for 25 cents. They also like the personal competition, face to face. It's really diversification.

We also keep things simple for players. No outsiders except from others of our locations, no entry fees. Competition starts in Arcades five weeks before finals and competitions are held on Saturday afternoons.

Our own Ottawa Arcades now hold about forty pieces each. A full quarter of these will be Pinball games. Additionally, a couple of Foosball tables and Air Hockey games go into them.

You know, years ago I used to use a number of Pool tables but they've done very little since videos came on strong. Now, I'm back to pushing them again. I ran tournaments then, now I'm doing that again too.

Question:
How are your street locations doing this summer?

Answer:
They've not recovered by any means, but they're better than they were. Bars are no hell.

Japanese Manufacturers React Against Inferior Korean Counterfeits

As the logic boards containing video games get more complicated and the security codes harder to crack, it is becoming more and more difficult for the copies from Korea, that inevitably appear after a game's launch, to be made to work properly.

Two manufacturers have recently launched strong attacks on the copiers who they claim are ruining their reputation for reliability and good games.

Ikari, who are suffering the most at the moment with poor imitations of their Warriors game, have said they will take strict legal steps where necessary to try and halt this.

Apart from not having the proper joysticks the actual PCB is of very poor manufacture.

Taito have also found that cheap Korean copies of their new game

Tokio or Scramble Formation, as it is called in Japan, are being made in Korea. Taito are particularly annoyed because the copies are once again very poor.

The Korean copiers have apparently been unsuccessful in cracking the security codes and **Taito** say that on the copies made so far only 25 per cent of the codes have de-coded.

This fault causes the game to reset half way through a game ending the game prematurely and cause screen distortion. The flying battleship does not fly over the ground but crawls and no bonus score is awarded and there is no built in test mode for the game.

Tokio, which has yet to appear in the U.K., has been popular in Japan. It features air to air and ground to air fights over the city of Tokyo in Japan.

Question:

Have the new drinking and driving laws cut bar business? Are revenues in them down because of lack of bar customers?

Answer: No, bar business as such is good - people always go to bars. Countertops did well for a while, but now they're only so so.

I use a lot of cocktail games, maybe 300 but these days it's difficult to get kits for them - U.S. manufacturers don't seem to want to sell you anything for them. They're not interested in kits for them. I don't know what we'd do if we couldn't get some stuff from Japan where cocktail format games were used in great numbers. American manufacturers don't want to sell kits, they want to sell complete games at prices.

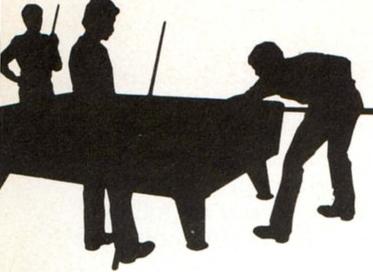
Hard Work - Innovations Secure The Future

Question:

How does it look ahead in your business?

Answer:

To start with, people are always looking for entertainment. If we can supply what they want, they'll spend their money with us. That leaves our future up to us. We are doing this with our offering of other than videos and pins and we'll keep alert for anything else people will readily accept in Amusements and Games. We're also going after their business by using promotions such as I've described. We're definitely out of the post-video boom slump, but we know the money comes in a lot harder than it used to and we've got to manage our business well, be cautious in our buying and work hard, giving good value. That's what it looks like to us - up ahead.



Valley National 8-Ball League Tournament Huge Success!

The Valley National 8-Ball League Association held its International Championships in Las Vegas, Nevada, June 1 through June 8. There were 220 mens teams and 79 womens teams from all over the United States and Canada.

Winners were:

Team Champions

Men - Red Sails - \$5,000.00, LaCross WI, Charter Holder - Stansfield Vending LaCrosse, WI

Women - Cannon Lanes - \$2,250.00, Cannon Falls, MN, Charter Holder - D&R Star, Rochester, MN

Singles Champions

Men - Scott Kitto - \$1,000.00, Davenport, IA

Women - Chris Glass - \$600.00, Rochester MN

The participants represented 24,000 members from 29 States and 3 Canadian Provinces.

Windsor, Ontario Teams Among Top Winners

Teams

1st \$5,000 Red Sails - Stansfield Vending Inc., La Crosse, Wi

2nd \$3,000 Cabota Club - Town & Country Amusement, Windsor, Ontario

3rd \$2,000 On Broadway - D & R Star, Rochester, MN

4th \$1,200 Riviera - Amusements, Windsor, Ontario



League Has Grown To 24,000 in 1986!

League Has Grown To 24,000 in 1986!

In this sixth full year the VNEA and its league system has experienced amazing growth and success, expanding 10-fold from an original 2,500 participants in 1981 to nearly 24,000 in 1986!

What began in the north and central Midwest as a regional organization six years ago by energetic founder Chuck Milhem, president of The

Valley Company, a subsidiary of Kiddie, Inc., Bay City, MI and also current president of the VNEA, now comprises two countries, the United States and Canada, 29 states and 3 provinces!

With 16 women and 32 men participating in the first individual (singles) championships conducted in the Nevada resort community and an additional 80 females and 160 males later vying in five-player teams for the third successive year, Las Vegas was a "pocket billiard happening" June 1-8.

Format for the respective singles events was double elimination, race-to-2 in preliminary rounds for the women and race-to-3 in early action for the men.

Races were stretched to 5 to 4, respectively for males and females for the overall championships. The losers' bracket champion had to defeat the winners' bracket victor twice in order to claim the title.

It's A Brand New Game! "Gauntlet II"



Featuring over 100 new mazes, more monsters and unique player objectives, **Gauntlet II** also incorporates the proven play appeal and multi-player, add-a-coin and buy-in features that made the original Gauntlet a success.

Gauntlet II is available in both the four-player and two-player whole game configurations and as a kit to convert existing four-player and two-player Gauntlet games.

In addition to more than 100 new maze designs, many randomizing features have been included on **Gauntlet II** to further diversify the game play. There are also several new features, monsters, potions and hidden strategies to be found in each maze. Players can also choose any of the four original Gauntlet characters from each position of the game.

"In our test locations where we have converted Gauntlet games that have been out for six months or more, **Gauntlet II has brought earnings back up to the level of Gauntlet when it was originally installed**," states **Mary Fujihara**, Director of Marketing for Atari. "The performance of Gauntlet II is better than a typical conversion kit, it's like installing a brand new game."

Each of the 100 new mazes can be seen in a multitude of different ways using random elements such as horizontal and vertical reflection, deleteable walls, alternative starting places in the same maze, random food and potion placement, randomly arranged traps, extra speed on monsters and various patterns for monster behavior.

The player is given the opportunity to make more tactical decisions as **Gauntlet II** provides more unique game play situations and features. New features include secret rooms,

moveable walls, secret destructible walls, invisible walls, closed treasure chests that could contain something good or something bad, exits that close and reopen, fake exits, walls that move in a cyclical pattern, stun tiles, multiple traps, invisible trap walls, local traps, force fields, poisoned food and poisoned potions.

All of the original Gauntlet opponents remain with the addition of many new creatures. Among the newest adversaries are Super Thief, Super Sorcerer, the Acid Puddle, the IT creature, the Mugger and the Dragon.

The **fire-breathing Dragon**, in particular, adds a whole new dimension to the game. Players will find that cooperation is the best strategy to overcome the Dragon and obtain the treasure and permanent potions that he protects. By defeating the Dragon, players will also be given special game play hints that will help them to find a secret room.

In addition to all of the original potions, players will find several new potions to collect. Invulnerability, repulsiveness, reflective shots, super shots, and transportability number among the new special temporary abilities. Experience will tell the player which potions provide them greatest advantage; some potions may not be beneficial depending on the game play situation.

On **Gauntlet II**, a player can now choose his favorite original Gauntlet character (Thor the Warrior, Thyra the Valkyrie, Merlin the Wizard or Questor the Elf) even if that hero is already in play. The four characters are color coded so there can be as many as four Warriors (or any of each of the four original characters) in play at the same time. For instance, if four Warriors are in play, one will be red, another blue, another yellow and the remaining one would be green.

"Players especially like being able to select their favorite hero", observes **Mary Fujihara**. "They definitely identify with a specific character and like to be able to play with a friend that wants to play the same hero."

All **Gauntlet II** games and kits shipped within the United States and Canada will also include a special contest feature, the **Gauntlet II Player Quest**. By finding a secret room and performing a specified task, players will be able to enter a drawing sponsored by Atari Games. Over \$12,000 in prizes will be given away in the Players Quest Contest.

Gauntlet II kits contain a full set of EPROMs, a new attract decal, a new control panel decal, overhead display sign and replacement switches for the existing joysticks. **Gauntlet II** Player Quest contest materials will also be included with whole games and kits shipped within the U.S. and Canada.

Player Quest Contest Adds Unique Appeal To Gauntlet II

Atari Games will be giving away prizes valued at over \$12,000 to players who complete special secret tasks designed into the game play of **Gauntlet II**. Players must first seek out and find one of the secret rooms. When he enters a secret room the player will be given a special task

on the Move

Backer Joins Bally Sente As Director, National Sales



Jolly Backer joined the staff of **Bally Sente Inc.** as Director of National Sales. He assumes responsibility for North American sales of Sente SAC I System games and software — an interchangeable video game system in which a cabinet can be changed from one game to another by the simple switch of three components. While Backer will focus primarily on the sales

effort, he will also help to develop the Company's business and marketing strategies, will provide input for concept development for this and future systems, and will assist in the public relations and customer services activities of this Bally Manufacturing subsidiary. He reports directly to Vice President of Sales **Steve Blattspieler** and maintains offices both here and at the Company's manufacturing facility in Franklin Park, Illinois. His number in Sunnyvale is (408) 744-1414.

Backer joined Sente with considerable experience in the coin-op amusement industry. He was with two other California-based major video game manufacturers immediately prior to this newest position.

Since 1985, he was with **Sega U.S.A.** of Sunnyvale, where he was Sales Manager. While there, he helped to introduce several new game concepts through a nationwide network of distributors. Before that, Backer was at Data East, another manufacturer of electronic amusement equipment. He began his career as sales representative at Betson Pacific Distributing, Los Angeles.

to perform. If he completes the special task he will be asked to enter his name and will be given a six digit personalized code. The player then fills out an official entry form, includes his personalized secret code and mails the form to Atari.

"We've wanted to do a direct-to-player contest of this sort for a long time", notes **Mary Fujihara**, Atari Games' Director of Marketing. "**Gauntlet II** with its adventure theme provides a unique opportunity for us to include a special objective that is optional for the player. Even if the player chooses not to submit an entry he can still enjoy the added game play depth that the contest provides."

"The best part is that we have designed the **Player Quest** contest so that every location can easily participate with little work necessary on the part of the operators", Fujihara adds.

All **Gauntlet II** games and kits shipped within the United States and Canada* will include all of the contest materials necessary. The contest package contains a poster for the location to announce the **Player Quest competition**, a contest marquee to be placed on top of the Gauntlet II game

Data East Appointment



Data East USA, Inc. is pleased to announce the addition of **Susan Jarocki** to their sales and marketing team.

Susan will be involved in market testing, advertising, product development and distributor sales.

"Her wide range of experience in the coin-op industry from arcade management to distribution will certainly be a great asset to all of us at Data East" says **Dave Walton**, VP of sales and marketing.

and 25 official entry forms. It is noted on the poster and marquee that players can also write directly to Atari Games to request official entry forms.

Player entries must be postmarked no later than December 19, 1986. The first 500 valid entrants will be sent official **Gauntlet II Player Quest t-shirts**. A total of six prizes will be awarded with the first place winner receiving a choice of either a U.S. Savings Bond valued at \$5,000 or \$2,500 cash.

***Gauntlet II games and kits** shipped outside the U.S. and Canada will not contain the Player Quest contest materials, however, the secret rooms and special tasks will remain as part of the game play. Operators outside of the U.S. can still utilize these unique game objectives to organize contests of their own. The only difference is that players will not be asked for their name nor give a personalized secret code if the Player Quest operator option switch is turned "off".

You Can Adjust Williams "High Speed" For Even Higher Profits!

Credit to RePlay Magazine

by TODD ERICKSON
Summit Amusement
St. Paul, Minnesota

Proper game adjustment can "make or break" a video game. A game that's too hard (or too easy) will flop — but a few simple adjustments can turn a mediocre game into a real winner.

Now, in order for operators to make these adjustments, a game must have flexible settings, obviously. And these days, the company with the most flexible games on the market is none other than **Williams Electronics**, maker of the hottest pinballs in years. In fact, game flexibility is one of the big reasons Williams games are so successful. Their line has laid the groundwork for the new generation of high tech, high-performance pinball games.

Williams started the rebirth in pins with **Space Shuttle** about 18 months ago. It was so good that once I put it on location, all my other pins picked up extra business, too! **Comet** and **Sorcerer** did almost as well. Then came **High Speed** which has become the standard by which all pins are judged. And one of the most outstanding features of **High Speed** is the amazing range of flexibility in game settings.

High Speed includes 70 different items in its adjustment section and an additional 44 items in the audit section. (I'll talk about the audit section in more detail in my next column.) To some operators, 70 adjustment items might seem excessive — until something goes wrong. Then these items become invaluable tools. In order to get the full value out of these tools — and to realize the full profit potential of the game — every operator should spend a few hours reading his **High Speed manual!** I assure you that the time and effort will reward you handsomely.

Games Can Be Made Even More Challenging

For example, suppose you see that the average ball time is 1.5 minutes (too long), or that the game is giving out specials 30% of the time (too many free games). Then you'll know the game should be reset. After a couple of simple adjustments, the game will be more challenging — and it will make more money.

High Speed is such a strong game that it can be placed on location with less than 20% total replays. (Total replay means the percentage of specials, plus 10% match scores,

plus high score to date, plus level of points required to earn a free game.) A word of caution: the playfield must be set at 6 degrees and it must be leveled left to right.

Automatic Percentaging Of Replay

High Speeds also contains other features I consider vital. The most important of these is automatic percentaging replay. This means replay can be set at, say, 10% and the game will adjust itself to give exactly that many replays, no matter how good or bad the players are. Every 500 plays, the level may go up or down 100,000 points — automatically.

In a location with good players, the replay level will adjust itself upwards, rather than paying out too many free games. If operators had to check this figure manually all the time, it would cost too much money. **So this feature saves money in service calls and makes money in forcing players to pay for most of their replays.**

Another good feature is automatic or manual reset of the "high score to date" number. Too high a score on a pin can certainly discourage play, so this figure should be readjusted every one to two thousand games. Many operators are too busy (some are too lazy) to reset these scores, and paying a man to reset them is costly — which is why this automatic feature comes in so handy.

High Speed performs another useful service automatically as well. Say a contact point on the playfield burns out, so that players may hit a target, but the hit doesn't register on the game. This can happen on any game, no matter how good. But it can frustrate players because it may prevent them from earning a special bonus that they deserve to get.

How is an operator going to discover this malfunction? He hasn't got time to test every contact each time he collects. So **High Speed** discovers and quick-fixes the problem for you. If a certain target doesn't register a hit of 60 balls, the game eliminates that particular target from the scoring sequence (if it is a sequenced target). That satisfies players, because they can then earn their bonus or whatever by hitting the targets with working contacts.

The game also flashes the fact of "malfunction on contact number so and so" on the alpha-numeric display the next time the location owner turns the machine on. Then the operator knows to make the repair next time he stops by. Features like these sure make **High Speed** a "user friendly" pinball.

Flexibility has been a **Williams** feature for years.

Back in the video heyday, when other manufacturers were flooding the market with games that were designed and built too fast to ensure quality, **Williams** was only making one-fourth as many. The reason? **Williams** took the time

Continued on page 60

Money-making tip of the month: when installing **Gumshoe** in a VS. system, it's a good idea to move the game to a different spot in the location. This will prompt customers to recognize it as a new gun game and not as last month's **Hogan's Alley**. Remember, most people don't read signs!

..INDUSTRIES PRESSURED

Continued from page 8

Japan have incorporated in their software programmes so that these will appear on the games video screen "**This Game illegal for use in the U.S.A.**" The joint AAMA/AMOA request was to the effect that new games should be released first, not in Japan, their country of origin, but in the U.S.A. And they should not be released to the Japanese market until 90 days after their introduction to the United States market.

To deal with South Korea where many copy games appearing in the U.S. are said to be made, the AAMA has already pressured the Japanese to deal with the Koreans who it claims are also damaging their interests. But, through the U.S. government, the AAMA is hoping to apply direct political pressure to the government of its client state, South Korea.

An American Trade Representative, Peter Allgeier, was given by ex-AAMA President, **Bob Lloyd of Data East**, a list of alleged ---- Korean copiers. Mr. Allgeier's organization is said to have filed a complaint under an American trade act claiming the South Korean Government has failed to provide adequate copyright protection. The complaint has to be dealt with in a manner satisfactory to the U.S. by October of this year, or the matter will apparently be turned over to **President Reagan for possible action detrimental to Korea**. To Satisfy the Americans, South Korea's government must have before it draft laws protecting not only intellectual property of its own people but also that of Americans. The new laws are also required to be passed and applicable by July 1st next year and there is also to be at least

one meeting a year between American and Korean government authorities.

The Whole Position of U.S., South Korean Trade is at Issue Under a 1984 U.S. Trade Act. A review of relevant trade preferences is due to be finished and submitted by the end of this year. It deals with U.S. rights to access of Korean markets for its products, U.S. copyright protection in Korea.

And, if the U.S. isn't satisfied, it could conceivably cut aid to South Korea and crack down on that country's duty free exports into the U.S. Under such threats and pressures the AAMA expects that the client-government of South Korea has good reason to pass laws to protect U.S. intellectual property rights.

Canada also comes in for general trade pressures and as we have contended, this is highly likely to be brought up in our Prime Minister Mulroney's Free Trade talks with the Americans.

David Weaver, the recently appointed Executive Director of the AAMA has asserted that his organization is engaged in numerous actions to fight industry "Copyright Infringement". At the International Trade Agreement level, using current U.S. Canadian and Korean law to enforce action and also "to attempt to improve these laws" for better copyright protection.

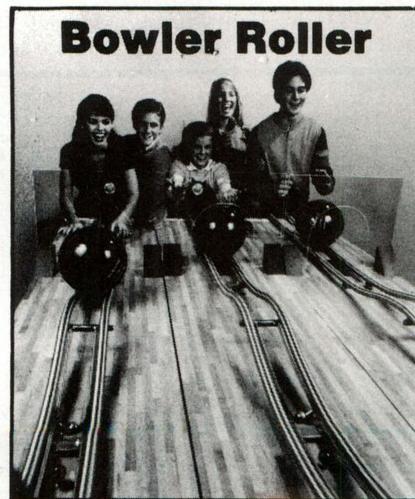
U.S. Customs Seizes 100 Korean Boards At Airport

One hundred counterfeit boards were seized by U.S. Customs officials at Los Angeles airport on June 18, 1986 in a tightening of security of illegal boards entering the United States.

Robert C. Fay, Director of Industry Affairs and Enforcement, stated that Customs officials seized fifty counterfeit Ring Kings and fifty counterfeit Green Berets. Fay advised that the illegal boards were being shipped from Korea to Toronto, Canada. He added that Los Angeles Customs officials have increased their scrutiny of shipments from Korea to Canada and that stepped up enforcement will result in additional seizures in the future.

Fay further advised that AAMA is working very closely with Customs officials in Los Angeles, as well as other U.S. cities and has provided names of suspected exporters and importers of illegal boards to Customs to assist in its enforcement activities.

Maury Ferchen, President of AAMA, praised the recent Customs seizures and stated that once again the recent recoveries indicate that AAMA will cooperate completely with law enforcement to prevent illegal product from entering into the United States.



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CHINESE MARKET OF ONE BILLION PEOPLE FOR GAMES AND AMUSEMENTS PROVES TO BE ELUSIVE

When, late in 1985 it was announced that Communist China was interested in coin-operated amusement machines, Western industry executives began to drool at the chaps at the thought of a market of a billion people for their wares. Then, some of the euphoria faded rapidly away when details and conditions for exhibiting became known because the Government of China laid down very strict conditions to be met by exhibitors. Finally, the economics of showing games in China did even more to dent enthusiasm, transportation, living costs, lost time, fees, etc., were considered verging on the outrageous if not completely so. Thus were "weeded out" many who initially planned to go..... But always as a bait was the fact of China's enormous population, four times that of the U.S. which is seen as the "Mecca" by so many Canadians including the present Federal Government. In the end, a substantial number of foreigners turned up in March at the exhibition site in the Chinese capital of Peking, Japanese, Koreans, Western Europeans and Americans, all hoping to make enormous fortunes.

By all accounts it didn't quite work out that way. The quite large English contingent on return to the U.K. have been quite scathing in their comments in respect of the Peking equipment show. They had provided a major participation and they weren't at all happy about what they claimed to have experienced. As a start, the Games and Amusements went

over like a house on fire with the huge hordes of Chinese visitors to their stands. The trouble was that they were too enthusiastic and they were too many.....These keen visitors and players simply swarmed over the stands and machines like locusts, and some exhibitors claimed they had to get physical to deal with the exuberance of the players.

The real trouble was that these people were members of the general public with no intention nor the means, to buy machines. There, most buying is by the state and it so happened that the Chinese government had recently cut back on spending foreign currency on non-essentials. This wasn't what was wanted at all and Western visitors have been loud and vehement in their criticism of the Chinese authorities who they did not consider to be as "positive" towards exhibitors as they could be.

Many Western exhibitors have described that trade show as a "waste of time and money". Some business was indeed done and at least the Chinese people have shown that they like to play coin machines. As a race, they are inveterate gamblers and there's still a vast market in that land. How to get at it and get the money out of it seems to be the major problem. "Clever the Chinese" as the saying used to go.....

Williams Intros

Continued from page 58

to do it right. Their video games had 10 levels of difficulty and 10 life adjustments. Bonus lives were also adjustable. In fact, **Williams** made such flexible games that operators could reset them to be too easy, or to be impossible to play. When Williams first released **Robotron**, it was so hard that most games lasted only 70 seconds. After one month, income plunged. But by changing a few settings, game time was doubled and players came back in droves. Income returned to the level that it had reached when the game was brand new. Then, as the players gradually learned the game's strategy, new settings made it harder and more challenging. In six months, I was back to the original (very difficult) factory settings. That's an example of how flexibility can produce a winner.

Williams' next pinball is called **Road King** and was designed by Mark Ritchie, brother of Steve (who designed **High Speed**). This looks like another superb driving game-themed pinball from Williams — which shows that lightning can strike in the same spot more than once! Operators can look for this new game to appear at their local distributors probably in September.

A New Tough Gun To Stop Vandals And Protect Operators' Investment By Nintendo

After extensive research and testing, **Nintendo** has come up with a solution to minimize vandalism and repair problems for its popular **VS. Gun games** (i.e. **Hogan's Alley™**, **Duck Hunt™**). In response to operator concerns, a new gun has been created.

The new gun casing is made out of polycarbonate, an extremely durable plastic that will not bend or shatter even under stressful operating conditions. A swivel cable attachment has been added which allows unlimited 360° rotation of the gun, minimizing cable breaking problems. The new gun also comes complete with a security chain and newly designed holster. All parts are operator repairable or replaceable.

Coinciding with the release of **Nintendo's newest game**, **VS. Gumshoe™**, these guns are now available through Nintendo's authorized distributor parts departments or with purchase of **VS. Gun Pak**. Under the continuing exchange program, your old gun may be exchanged for a new gun through your authorized Nintendo distributor at a nominal cost.

The British Adopt A Novel Method Of Producing The Latest In Big Name Video Games

The British video games industry, including the gambling games sector of it, has suffered from the same problems and troubles as have the industries here and in the U.S. Indeed, as in so very many things, the British experience has been the forerunner of what has later gone on in the United States and Canada. This applies to copies and so-called parallel imports which had beset the British industry long before they became a serious problem this side of the Atlantic.

One of the more interesting things which has happened there is the trend local manufacturing has taken. Most videos in the U.K., as elsewhere . . . originated in Japan, some in the U.S. and in Europe, but most complete games have been supplied by American and Japanese games manufacturers, albeit that some of the American pieces have been assembled in the cheap labour, generous government hand-out environment in the Republic of Ireland and in Germany, Belgium, Spain and other continental countries.

Copies and conversions have changed that however, and apart from a number of British licensed manufacturers, an odd industry has grown up. A number of video games cabinet makers have taken to completing video games and supplying cabinets to others. Then the boards are imported, usually from the Orient and complete games or conversions carried out using local or European components such as Hantarex Monitors from Italy.

This has developed into a major business with a substantial number of companies fabricating the latest games on the spot. . . .these also comprise of distributors.

All of which proves that, as we have been saying for years, the PCB is the game, and only it is really a video game.

Cabinets, power packs, controllers, speakers, monitors, etc. are just appurtenances to elaborate the real guts or brains of a video, the micro processor.

Thus a situation exists there whereby any number of "factories" in England are producing games and with or without licensed boards, in most cases quite legally it seems, and an accepted thing which is apparently accepted by the multi-national American industry. It seems to be going right along with this arrangement, possibly because of the nature of British laws, the fact that the U.K. is some 3,000 miles away and not just over an International border, and possibly too because no "free trade" negotiations with all their pressures and posturing, exist.

Something similar to this also seems to be catching on in the United States. A number of firms such as **Dynamo** offer universal cabinets on the U.S. market. . . . so does **German N.S.M. Lion**. Into these are put kits and components to make up complete games. Rowe, Dedham, Mass. is said to be one of Dynamo's customers.

Many manufacturers in the U.S. use outside sources of supply, and there must be enormous extra capacity for their products . . . and their also exist many kit and components makers working at less than capacity.

A Japanese Laser Disc Audio Video Juke Box May Well Appear On The Market Here

Another video juke box may soon appear on the North American entertainment scene. "Laser Juke" as its name implies is just that — it uses laser players and audio video discs. This coin-operated gramophone originates in Japan and its has a good and well known name to it. "Pioneer" which supplied the operating parts of cinematronic's "Dragon's Lair" the most successful of laser video games

has brought out the new machine in Japan. Well proven pioneer laser disc players are incorporated in this product and the two of them used offer 120 selections. In Japan they are being operated on a rental basis. They can be expected to appear in Western countries but only after being well proven in Japanese use.

"Road Kings" By Williams A Top New Pinball!

BURNIN' UP THE CHARTS!



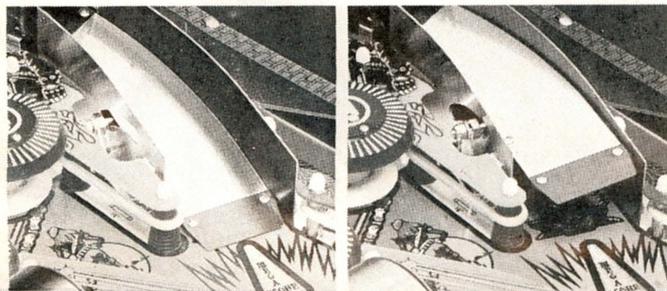
Once again, **Williams** introduces another exceptional pinball in the tradition of Comet, High Speed and Grand Lizard.

ROAD KINGS, Williams new motorcycle themed pingame, is a further example of the fine art and science Williams engineers have brought to pin-making.

Game play is fast and hot! Locking up two balls for double-score multi-ball™ is just the beginning of features that challenge and excite. Lock up two balls again during multi-ball play and start a brand new feature: Time Lock. Earning time lock raises the power ramp for mega score and extra ball. Utilizing the detour ramp and power kick keeps play sizzling.

Audio Sounds Add To Excitement

The totally new sound system expertly utilizes sophisticated mechanisms for real band audio reproduction.



MULTI-BALL™ has it all with new time lock and mega score!

Different themes orchestrated for different features, the thrill of motorcycle revs and taunting speech all serve to underscore the exciting play action.

The power behind the machine is awesome. The innovative new backglass and pivoting playfield allow easy accessibility for service and open up a whole new world of intelligent features. Automatic switch testing can identify a malfunctioning switch, automatically re-program play around it and spell out on the alphanumeric display exactly which switch needs repairs. The display also provides the player with instructions and the operator with adjustable feature information. Automatic replay percentaging is offered.

MULTI-BALL™

has it all with new time lock and mega score!

Lock up 2 balls for double-score multi-ball and the excitement's just beginning! Lock up 2 balls again during multi-ball play and start a brand new time lock feature for heavy bonus building! Earning the time lock bonus raises the ramp for mega score and extra ball!

Breaking the sound barrier!

It's a totally new sound system that expertly utilizes sophisticated mechanisms for real band audio reproduction! Different themes for different features underscore the action and the dynamic combination of motorcycle revs and taunting speech conquer the air waves! You've got to hear it to believe it!

R-O-A-D- K-I-N-G-S!

Spelling R-O-A-D or K-I-N-G-S lights locks, detour ramp and power kick. Spelling R-O-A-D K-I-N-G-S lights extra ball and out-lane specials! The center detour shot spots letters while building the detour value. Making the drop target when lit also spots a letter.

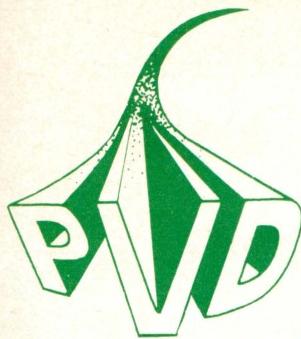
4-way lane change!

Making the 1-2-3-4 lane advances the bonus multiplier 2X, 3X, 4X, 5X and lights bonus holdover!

The power behind the machine!

The innovative backglass and pivoting playfield allow easy accessibility for service and open up a whole new world of intelligent features!

- Automatic switch testing can identify a malfunctioning switch, automatically re-program play around it and spell out on the alphanumeric display exactly which switch needs repair!
- With automatic replay percentaging, the operator can have the game automatically adjust to the levels of the players or run the game traditionally with a fixed replay!
- The alphanumeric display provides the player with information and instructions about game play and, for the operator, it literally spells out features that can be adjusted for a "throw away the book" sophistication and ease!



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- New heavy-duty coin mechanism

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